

JULY . . .

. . . 1933

13/7  
**Convention Report Number**

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The Fiftieth Convention of the N. C. A.—

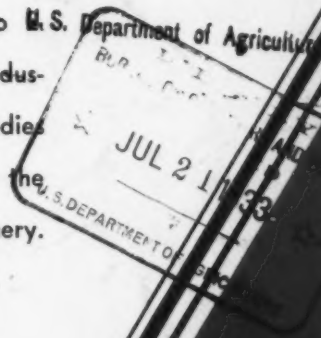
Unifying the Candy Industry, by Arno H. S.

Sander—N. C. A. Code Principles and Industrial

Recovery Division—Lecithin in Candies

and Chocolate Coatings—Seen at the

Show—The Use of Flavoring in Confectionery.



# *The* **MANUFACTURING CONFECTIONER**

# THE Answers TO THOUSANDS OF Candy Questions

WRITE *Today* FOR YOUR

FREE COPY

**H**ERE'S a booklet that's helping scores of confectioners to better products and bigger sales. It's the answer to thousands of candy questions put to Walter Baker, the modern pioneer of the chocolate industry, every year.

"What is the best temperature for handling chocolate?" (See The Confectioner's Handbook, Page 5.)

"What assurance is there of a uniform and good quality product?" (See The Confectioner's Handbook, Page 4.)

"What color is the most attractive for quality centers and bon bons?" (See The Confectioner's Handbook, Page 3.)

To these and other confectionery questions you may ask, you'll find

the answers in The Confectioner's Handbook.

Representing over 150 years experience in the chocolate industry as the oldest and leading manufacturer of chocolate liquors and coatings for confectioners, the book is practical, brief, and to the point. First offered the trade last Fall, it's more popular than ever today.

It's Walter Baker's answer to the

candy makers' cry for a practical handbook of helpful suggestions on many problems. Twenty pages in this valuable and authoritative booklet, which is a product of Baker Technical Service\*, point the way to better candies and greater sales.

If you haven't secured your free copy of The Confectioner's Handbook, write today on your business letterhead.

• • •

**BAKER TECHNICAL SERVICE**

**BTS  
150**

\*Baker Technical Service is based on over 150 years experience as manufacturer for the confectionery trade. It is the business of the service to understand confectioners' problems. Use it freely.

## WALTER BAKER & CO., INC.

DORCHESTER, MASSACHUSETTS

TORONTO, CANADA

July, 19

# The MANUFACTURING CONFECTIONER

Vol. XIII

JULY, 1933

No. 7

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*Statements and opinions offered in this magazine are not necessarily endorsed by the Editors and Advisory Editors or by the publishing organization with which they are affiliated. The author who signs an article assumes full responsibility for the statements which it contains.*

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# LIVEN UP YOUR LINE WITH NEW FLAVORS



**M**ANY confectioners cling with blind tenacity to the few familiar flavors rather than seek to impart new personalities to their products—and provide new stimulus to their sales appeal—through the use of more novel effects. The courageous few who have thus refreshed the character of their products with

unusual flavors have evoked enthusiastic customer response.

Our complete line (including also the popular fruits: Strawberry, Raspberry, Cherry, Pineapple, Peach, Grape, etc.) is at your disposal. Those whose products require specialized flavors will find our laboratories prepared to develop them.

## A FEW RECOMMENDED FRUITS

*Apple*  
*Apricot*  
*Blackberry*  
*Currant*  
*Gooseberry*  
*Loganberry*  
*Passion Fruit*  
*Pear*  
*Plum*  
*Quince*  
*Tangerine*

## SOME FLORAL SUGGESTIONS

*Carnation*  
*Heliotrope*  
*Honeysuckle*  
*Jasmine*  
*Lilac*  
*Lily*  
*Orange Flowers*  
*Rose*  
*Violet*

## A FEW DELICIOUS SPECIALTIES

*Black Walnut*  
*Butter*  
*Butterscotch*  
*Cachou*  
*Cocoanut*  
*Coffee*  
*Custard*  
*Egg Nogg*  
*Fig*  
*Ginger Ale*  
*Honey*  
*Malt*  
*Maple*  
*Roman Punch*  
*Pistache*  
*Root Beer*  
*Rum*  
*Rum and Butter*  
*Sherbet*

Write us your problems and your needs.  
We will submit suggestions and samples.

# FRITZSCHE BROTHERS, INC.

A FLAVOR FOR EVERY PURPOSE

Fritzsche Brothers of Canada, Ltd.  
77-79 Jarvis St., Toronto

78-84 BEEKMAN ST.  
NEW YORK

118 WEST OHIO ST.  
CHICAGO



# INDEX TO

## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

*POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.*

*This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.*

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# ESSENTIAL OILS *for* CONFECTIONERS

OIL ANISE      OIL LEMON  
OIL ORANGE  
OIL CASSIA  
OIL PEPPERMINT  
OIL LIMES DISTILLED  
OIL LIMES EXPRESSED

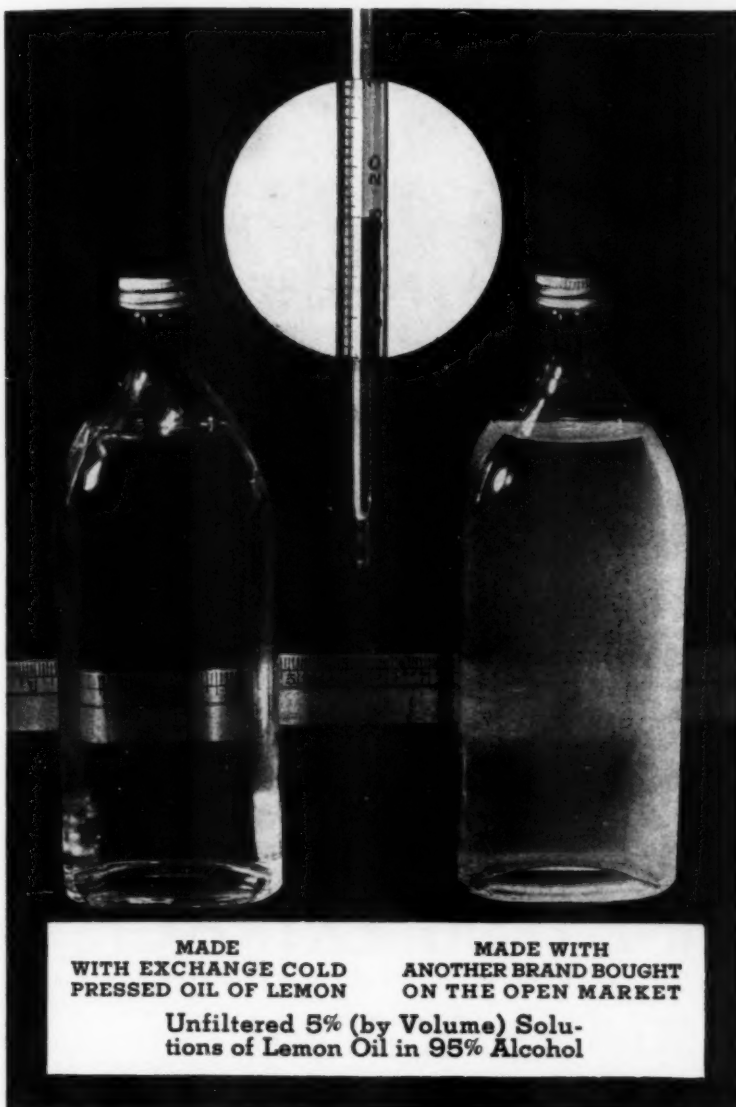
Highest Quality

Reasonably Priced

*Ask Us for Samples*

**UNGERER & CO.**  
13-15 West 20th Street  
NEW YORK

# Clear at Severe Winter Temperatures



## QUICK FACTS

1. **Flavor** that suggests a freshly-cut lemon
2. Finer **Aroma**
3. Deep natural **Color**
4. **Stable** in your finished product

## 5. Uniform Performance

6. **Lower Cost** per unit of flavor
- AND NOW...**

7. **CLARIFIED.** No sediment. No cloud. No filtration. No waste.

*Sold to the American market exclusively by*

**FRITZSCHE BROTHERS, Inc.**  
78-84 Beekman Street, New York City

**DODGE & OLCOTT COMPANY**  
180 Varick Street, New York City

*Distributors for*

**CALIFORNIA FRUIT GROWERS EXCHANGE**

Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS CO., Corona, Calif.

Copy., 1933, Products Department, California Fruit Growers Exchange

## New Clarified Exchange Oil of Lemon provides sediment-free extract under severe winter cold.

A 5% by volume solution of Exchange Lemon Oil in alcohol conforms to the definition for lemon extract adopted by U. S. Department of Agriculture.

**A**T LOW temperatures where extracts made with most lemon oils deposit a sediment, those made with Exchange Oil of Lemon remain clear and brilliant. Compare the two extracts at the left which were subjected to 15° F. for 24 hours.

When you prepare extracts in your factory with Exchange Oil of Lemon, you get immediately a clear, yellow solution. Without filtration. Without waste. It is ready to be used or bottled at once and conforms with the definition for lemon extract adopted by U. S. Department of Agriculture.

The Exchange process of manufacture removes the troublesome insoluble substances from Lemon Oil that cause muddiness in extracts.

## Also Improved in Other Ways

This new method also improves the flavor, color, and aroma of Exchange Brand Oil of Lemon. And it has for years been notable for these qualities, due to the application of Exchange standards of production control to rich California lemons.

It is uniform in performance. Stable in your finished products.

## Let Results Give Proof

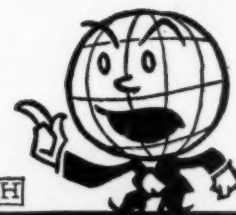
Your interest in better results and lower costs prompts you to make this test at once: Order a small supply of Exchange Brand Oil of Lemon. Test it in your products. Then compare the cost and figure your saving.



**OIL OF LEMON**

## POPULAR OPINION

*has a lot to do with  
your sales efforts*



There is no  
Substitute  
for Quality  
USE  
**NULOMOLINE**



UNLESS your candies reach the consumer fresh and inviting—your sales efforts are just lost motion.

Nulomoline provides the protection that insures the eating quality of your candies and gives them shelf-life. It fits into all kinds of candy combinations and makes them all better. Our Service Department will be glad to cooperate with you and show you what can be accomplished with Nulomoline.

*If you did not receive a copy of our N. C. A. Golden Jubilee Souvenir Booklet containing formulas (modified to meet American manufacturing methods and ingredients) of the World's most famous candies—write for it NOW.*

### THE NULOMOLINE COMPANY

109-111 Wall Street

New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.



## ATLAS GENUINE FRUIT EXTRACTS SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all the NATURAL qualities of the fresh-picked FRUIT.

*An EXTRACT which will add a superior quality to your CONFECTIONS*

### H. KOHNSTAMM & CO., INC.

83-93 Park Place, NEW YORK, N. Y.

11 E. Illinois St., CHICAGO, ILL.

*First Producers of Certified Colors*



## F&J "ISOLATE" FLAVOR FACTS

### ISOLATE FLAVORS HAVE PASSED ALL SCIENTIFIC TESTS

—Plus the FINAL TEST of  
PUBLIC APPROVAL in  
FINISHED PRODUCTS!



**T**HE quality of ISOLATE flavors has been proved over a period of years by the country's leading flavor users. Their adaptability has been successfully tested in scores of products that have achieved national popularity. ISOLATES are good because they're scientifically made. They're preferred by critical users because they fit the candies in which they're used. And the public expresses its approval in increased purchases of ISOLATE flavored candies. You can't go wrong when you specify ISOLATE Natural Flavors. They offer you everything that scientific processing methods, years of experience, and the use of finest raw materials can provide.

**FOOTE & JENKS**  
INCORPORATED  
*Flavor Specialists*  
JACKSON MICHIGAN U. S. A.

ISOLATE QUALITY IS PROVEN QUALITY

**ISOLATE**  
**LEMON-ORANGE-LIMES**  
*and Twelve Other ISOLATES*

July, 1933



**H**OOTON quality is more than a point of pride with us. It is an obligation—a tradition dating back to the '90's. In the making of Hooton's Chocolate Coatings, for example, all cheaper, raw materials are rejected. We perfected absolute Laboratory Control of every material and process to infuse supreme quality into these coatings. As a final safeguard, they are tested and re-tested both for quality and performance. Little wonder confectioners find them profitable, business-building coatings to use.

**Hooton**  
**CHOCOLATE CO.**  
NEWARK, NEW JERSEY.

525 WEST ROOSEVELT ROAD, CHICAGO

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**ENTICING  
NEW FRUIT FLAVORS  
for HARD CANDIES**

**Now available for**

**STRAWBERRY  
RASPBERRY  
PINEAPPLE  
BANANA  
CHERRY  
PEACH**

Blanke-Baer's new line of imitation Hard Candy Flavors in the above popular variety should enable you to increase your Hard Candy sales this Summer.

On request we shall be glad to send you samples of hard candies made with our new Hard Candy Flavors.

**BLANKE-BAER EXTRACT &  
PRESERVING COMPANY**

**3224 SOUTH KINGSHIGHWAY  
ST. LOUIS . . . . MISSOURI**

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**MERCK'S  
Gold Medal Standard  
CITRIC ACID**

Tartaric  
Acid

Milk  
Sugar



Cream of  
Tartar

Oil of  
Wintergreen  
(Synthetic)

Merck's Citric Acid is the Gold Medal Standard for confectionery products. . . Supplied in powder, crystal or granular forms. . . Shipped in kegs, barrels and carloads. . . Meets U. S. P. requirements.

**MERCK & CO. INC.**  
MANUFACTURING CHEMISTS  
Rahway, N. J.

161 Sixth Ave. New York 916 Parrish St. Philadelphia 4528 S. B'way St. Louis Merck & Co. Ltd. Montreal



**Quality Coatings  
THAT "STAND UP"**

Merckens Fondant Process Chocolate sets quicker and will not soften so readily as ordinary coatings do—but will retain its gloss, even in warm weather. This insures the fine appearance and lasting qualities of your candies.

Send for samples—and see why

**MERCKENS CHOCOLATE CO., INC.**  
BUFFALO, N. Y.

BRANCHES  
LOS ANGELES - 1807 W. NINTH ST.  
NEW YORK - 25 W. BROADWAY  
BOSTON - 131 STATE ST.  
CHICAGO  
HANDLER & MERCKENS, INC.  
180 W. WASHINGTON ST.



The Manufacturing Confectioner

# A TIP FROM TOM



**T**OM HUSTON bars get preferred display on candy counters. People get sudden enormous appetites when they see TOM'S bars. Sales are on the up-swing. Why?

A good bit of the reason is that every one of the Tom Huston Peanut Company's twenty-five items is wrapped in Cellophane. Delicious, nutty confections—they look the part through sparkling, transparent Cellophane.

The attitude of the company is expressed by them in these words: *"Our retailers take it as a matter of course that all bars we offer will be wrapped in Cellophane, and we do not consider other wraps because we want the retailer and the consumer to see just how fine a product they are getting."*

There's nothing unsound about that policy. It's wise and profitable. Maybe you can take a tip from TOM. Du Pont Cellophane Company, Inc., Empire State Building, New York City.

# Cellophane

TRADE MARK

*"Cellophane" is the registered trade-mark  
of the Du Pont Cellophane Co., Inc.*



# .. It's Time for

Be ready . . . and equipped to take care of the **FIRST BIG FALL BUSINESS** in three years . . . Put your plant in order **NOW!** To delay may prove costly . . . Our low prices cannot be maintained much longer . . . **BUY NOW and SAVE MONEY!**

## **SURPRISINGLY LOW PRICES**

### **HARD CANDY MACHINERY**

Gaebel Continuous Automatic Plastic Machinery, with 5 chains, complete.  
Simplex Steam Vacuum Cooker, also Gas.  
Baker Continuous Cooker.  
Burkhard Vacuums with kettles and pumps, 200 to 1,000 lb. capacity.  
Werner Ball Machines, semi and fully automatic.  
Racine Die Pop Machines.  
Racine Duplex Automatic Sucker Machine with conveyor and blower, also continuous cutting rollers.  
Hildreth size 6, Pulling Machines, double arm. Also size 3.  
Continuous Cutters, Brach, Racine, Hobbenger.  
York Batch Rollers, motor driven.  
Water-Cooled Tables, 3' x 6' and 3' x 8', 4' x 10".  
Sucker and Stick Wrappers.  
Kiss Machine, Model K.  
Mills Drop Machines, 4" x 7", 6" x 8", with Full Assortment Rollers.

### **MOULDING MACHINERY**

Huhn Starch Conditioning Machine and Conveyors, etc.  
National Automatic Cherry Dropper.  
Steel Mogul Machines, fully automatic.  
Steel Mogul Pumps.  
Wood Moguls, Type A.  
Wood Mogul Pumps, 10 to 80 outlets.  
Starch Trays with starch.  
Plaster and Aluminum mould boards.  
Marrow Cut Roll Machines.  
Friend Dreadnaught Machine.  
Werner Combination Printer and Depositor.  
Springfield No. 2 Depositors.  
Racine Depositors.  
Springfield Simplex Starch Buck.  
Hand Printers.  
Colseth Starch Board Trucks.  
Gyrator Sifters.

### **CHOCOLATE DEPARTMENT**

National Equipment Enrobers, bottom attachments, automatic feeding and delivery systems, 16"-24".  
Strokers and Bausman Decorators.  
Carrier Dehumidifiers.  
2,000-lb. capacity National Chocolate Melters.  
1,000-lb. capacity National Chocolate Kettles.  
500-lb. capacity National Chocolate Kettles.  
300-lb. capacity National Chocolate Kettles.  
Walters Basket Machine.  
2-pot Electric Chocolate Dipping Tables.  
Forgrove Foil Wrapping Machine, with motor.  
Smith Scales.

**WE HAVE THE FACILITIES AND ABILITY TO**

**RARE BUYS** ➔

24" National Enrober with Bunker Style Tunnel.  
Gaebel Continuous Automatic Plastic Machinery, with 5 chains, complete.  
National Equipment Automatic Cherry Dropper.

Simplex Steam Vacuum Cooker, for Cream or Hard Candy.  
Hildreth Double-Arm Puller.  
Racine Die Pop Machine.  
Racine Duplex Sucker Machine.  
Werner Fully Automatic Ball Machine.

**OFFERED CHEAP**

Send us full details of machinery which you wish to dispose of

**WRITE OR WIRE AT OUR**  
**UNION CONFECTIONERY MACH**  
**CABLE ADDRESS CONF**



# ACTION!!!

## UNION

Rebuilt  
Candy Machinery



Check over these lists; perhaps some of your departments are not operating at highest efficiency . . . A low-cost UNION rebuilt machine, FULLY GUARANTEED, may be just the right answer to your problem . . . It costs nothing to investigate.

### TERMS

### IMMEDIATE DELIVERY

#### CREAM AND MARSHMALLOW DEPARTMENT

Springfield and Werner 600-lb. and 1,000-lb. Syrup Coolers with Cream Beaters, Kettles and Pumps.  
Ball Cream Beaters, 4-5-7 ft.  
Dayton Cream Beaters, 5 ft.  
50-gal. Springfield E. B. Cream Remelters, also Werner, Burkhard.  
Springfield 50-gal. Marshmallow Beaters, also Werner.  
Savage Marshmallow Beaters, 80-gal. and 110-gal.

#### STEAM KETTLES

Steam-Jacketed Mixing Kettles, 25 to 250-gal. capacity, with and without mixers.

#### CARAMEL, JAP AND NOUGAT MACHINERY

Ideal Caramel Cutters and Wrappers,  $\frac{3}{4}$ ",  $\frac{7}{8}$ ", and  $\frac{1}{4} \times 1\frac{1}{2}$ " sizes.  
50-gal. double action, Mixing, three-speed tilting jacketed kettles, Springfield.  
50-gal. single action, Mixing, tilting jacketed Kettles, Springfield.  
Caramel Cutters, White, Racine.  
Mills Reversible Sizing Machines.  
National Equipment Automatic Nougat Cutter.  
Racine Nougat Cutters, also Mills.  
Burkhard Jap Mixing Kettles.  
Mills 15" Jap Cutters.  
Heilman Bon Bon Machines.

#### SOLID CHOCOLATE DEPARTMENT

Bausman Battery of 4 Discs with Kettles.  
Bausman Liquor Mills, Double Disc.  
38" National Triple Mills.  
Refiners, 3- and 5-Roll.  
Chocolate Melters, 300 to 2,000 lbs.  
National Conges, Close-Coupled, 4,000-lb. cap.  
Sirocco Automatic Roasters.  
National Paste Moulding Machines with Shaking Tables.  
Racine Chocolate Depositors.  
Springfield 10-lb. Weighing Machine.  
Sugar Pulverizers.  
Melangeurs, Lehman, Carey, Baker.  
Burns 5-bag Roasters.  
Crackers and Fanners, seven compartments, National, Lehman.  
Five- and Ten-Cent Ferguson & Haas Chocolate Bar Wrappers.

### TO REBUILD MACHINES EQUAL TO NEW

OFFERED  
CHEAP

Huhn Starch Conditioner.  
Bausman Double-Disc Liquor Machine.  
Bausman Battery of 4 Disc Machines, with Kettles and Interconnecting Parts.  
National 4-Pot, Close-Coupled Conges, 4,000 lbs. capacity.

Automatic Sucker and Stick Wrappers.  
Savage 200-lb. Marshmallow Beaters, Motor Driven.  
1,000-lb. Werner Syrup Cooler, with 2-cylinder Snowflake Cream Beater, Kettle and Pump.

FOR QUICK  
SALE

We pay cash for single machines or entire plants.

AT OUR EXPENSE TODAY

MACHINERY CO., INC.

RESS CONFECMACH

318-322 LAFAYETTE ST.,  
NEW YORK CITY



## Editorial

### A New Regiment

**A** REGIMENT gets somewhere, but if a mob gets anywhere it is only by accident. . . . The most important job before every man today is to get into line and keep step with the industry. Are you doing it? Or are you watching your competitor and waiting for him to start first? This was the keynote of a sincere and challenging statement directed to every manufacturer in the candy industry, and committed to *THE MANUFACTURING CONFECTIONER* by George H. Williamson, President-elect of the National Confectioners' Association, as his personal message appealing for cooperation upon assuming the responsibilities of his office at this most critical period in the history of the industry.

Mr. Williamson's pertinent appeal, published in full on page 17 of this issue, is a masterpiece in clearly and briefly outlining the individual and collective responsibility—as well as opportunity—of confectionery manufacturers in this hour. It is a straight-from-the-shoulder, man-to-man challenge to march ahead together, in businesslike fashion against the menaces of this industry under the organization of the Industrial Recovery Act.

"This industry faces a social and moral test which must be met now," declares President Williamson. "The result will determine whether we are grown men who can control and govern ourselves, or little children who must be ruled and herded into action by the Government.

"The National Industrial Recovery Act was passed to enable this whole country to recover from the depression by means of unselfish cooperative effort," states the N. C. A. President, who has exemplified this spirit in literally giving himself to the industry for the present administrative year.

"Industries are told to get in line and march together as regiments. In a regiment, each man is in step with every other man, and the regiment gets somewhere. In a mob, each man runs as fast as he can and if the mob gets anywhere it is by accident.

"This industry has had enough mob action and has arrived nowhere. It is time we got together as a regiment.

"Only by the cooperation of each individual in it can the industry be lifted, and as it is lifted so will each individual be benefited in proportion. No manufacturer can lift himself by his bootstraps, and no manufacturer or group of manufacturers is greater than the industry. When this fact is recognized and observed by all, then, and not until then, will there be improvement."

The confectionery industry has been in reverse action and has been thinking in circles long enough. A new course is being charted in the right direction. Every man—every company's organization—is called upon for constructive thought and cooperative action. This cooperation must begin in your zone organization—working **TOGETHER**.

### N. C. A.'s Opportunity

**T**RADER Associations have suddenly come into their own, with the Government using them as its medium through which to operate its program of industrial control. Dr. Stephen I. Miller, in his convention address, made a significant statement when he said, "It may at once be assumed that the trade group, or association, is likely to inherit a greatly enlarged share of business responsibility."

The National Confectioners' Association is unquestionably faced with its greatest responsibility and most outstanding op-

portunity in all its fifty years of existence. It not only has the responsibility of leadership in attempting the solution of the industry's major problems but it must also function efficiently as a national clearing house of industry information.

An extensive organization in its geographical expanse has been created under the new Industrial Recovery Division of the Association. Each of the fourteen Zones and the Industrial Board are empowered to appoint committees to aid in their functioning. Obviously there will be much of value which should be reported to the top. Coordination of effort all along the line is thus imperative.

The Association has a trained organization staff in its national headquarters to facilitate the efficient functioning of its activities. More than ever, this clearing house of the industry is needed. It should be given adequate strength and support, for in more ways than one the Government will call upon the Association for an accounting.

## The Recovery Act

**I**N its negotiations for self-regulation under the Industrial Recovery Act, the industry has vigorously attacked the problem of reaching agreements upon elimination of its ruinous trade practices. But it must be remembered that the extermination of unethical and uneconomic practices within industries constitutes only the second method of the Roosevelt Administration's attack on the depression. The Administration's primary interest at present is first getting the greatest possible number of men back to work, and increasing buying power through the advancement of wages to the plane of a "decent standard of living."

During the recent N. C. A. convention the candy manufacturers spent most of their time allotted to Code discussion upon agreements not to sell below cost and the elimination of other cut-throat competitive practices. There was little discussion upon minimum wages and maximum hours, despite the almost futile attempts of a few leaders to bring the subject out on the floor for some constructive discussion.

The Code Committee reported that insufficient questionnaires had been returned by

manufacturers before the convention to make possible a thorough study of the subject so that action could wisely be taken at the convention. It was apparent, therefore, that the lay-members of the association both before and during the convention failed fully to realize the necessity of contributing their information and ideas so that these requirements could be met in drawing up the Code.

Since the convention, President Williamson has urged all manufacturers who have not returned the Wages and Hours Questionnaire, to do so at once.

Obviously, it will be the part of wisdom for each manufacturer to become familiar with the requirements of the Industrial Act and keep posted upon developments. For that reason we have included much of interest on the subject in this issue of *The Manufacturing Confectioner*.

## Jobber Views

**S**OMETIMES, somewhere, the jobbers' views should be given full and exhaustive consideration before the industry's code is adopted. There is a feeling at present throughout the jobbing trade that the Eight Rules of Practice passed by the convention are inadequate to codify a healthy relationship between the jobber and the manufacturer.

During the convention a hearing was given a delegation of jobbers by the Code Committee, in which the jobbers' suggestions were presented. Some of the suggestions were called unsound, and due to limited time the questions were not thrashed out to any sort of compromise. Later when the tentative code was being discussed on the convention floor, the jobbers again asked to be heard and were denied the right in an Executive Session.

One might conclude that the manufacturers are somewhat indifferent toward the many difficulties of these distributors who market 53.7 per cent of their total production, but we shall not pass judgment. It might be profitable, however, if representatives of the various jobber organizations now being formed about the country and representatives of the manufacturers got together for a full consideration of the distribution problems which might be remedied by action of the manufacturers.

# 50th Convention Proffers Unified Industry

*Develops Organization to Meet Requirements of Recovery  
Act--Other Highlights of Sessions in Chicago, June 19-23*

By NEVIN I. GAGE

**A** UNIFIED candy industry—at least destined to be more unified than heretofore—emerged from the the Fiftieth Annual Convention of the N. C. A., after a week's strenuous confab June 19 to 23 in the Sherman Hotel, Chicago. Confronted with the problem of developing an organization to meet the requirements of the National Industrial Recovery Act and the preparation of a Code to submit to the government for approval, leaders of the industry were marshalled into action by President A. E. Sander with the result that a so-called Industrial Recovery Division was set up by amendment to the association By-Laws, providing for an "Industrial Board" of 5 members, an "Industrial Planning Committee" of 14 Zone Chairmen, and a "Managing Director." The purposes of this new Industrial Recovery Division are to assemble necessary additional information, prepare a final Code for Government acceptance, and carry on the policing and administrative functions incident to self-regulation under government supervision during the 2 year period stipulated by the National Emergency Act.

Under the leadership of George H. Williamson, chairman of the Code Committee and later elected N. C. A. President for 1933-34 in the closing session, a tentative Code of 8 Rules governing the competitive practices of confectionery manufacturers was drawn up and passed by the convention to serve as suggestions to the Industrial Recovery Division in its preparation of the final Code of the industry.

The questions pertaining to maximum hours of operation per week, minimum wage rates per hour, and price agreements and quotas of production or sales were left unsettled, owing to insufficient facts at hand. A questionnaire on wages and hours had been sent to manufacturers prior to the convention but it was declared the returns were too limited to offer a basis for sound recommendations until further study was made in each region.

President Sander sounded the

keynote of the convention in his opening address on "Unifying the Candy Industry," in which he directly referred to the immediate need for action under the Industrial Recovery Act. Mr. Sander gave voice to the belief of all present at the convention in stating, "We have an opportunity here to so legislate that we will put the candy industry back on the high plane it has always held, and get the permission of the Government to control as well as police our industry." He outlined

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## N. C. A. Officers for 1933-34

### **PRESIDENT:**

**Geo. H. Williamson**  
General Candy Corporation,  
Chicago, Ill.

### **VICE-PRESIDENTS:**

**J. M. Gleason**  
W. F. Schrafft & Sons Corp.,  
Boston, Mass.

**C. W. Douglas**  
Douglas Candy Co.,  
St. Joseph, Mo.

### **EXECUTIVE COMMITTEE:**

*(Also the Industrial Planning  
Committee or "Zone Chairmen")*

**Porter King**  
King Candy Co.,  
Ft. Worth, Tex.

**W. E. Brock, Jr.**  
Brock Candy Co.,  
Chattanooga, Tenn.

**O. J. Freeman**  
Candy Products Co.,  
Portland, Ore.

**Carlton H. Woodward**  
John G. Woodward & Co., Inc.,  
Council Bluffs, Ia.

**William F. Heide**  
Henry Heide, Inc.,  
New York, N. Y.

**Arno E. Sander**  
York Caramel Co.,  
York, Pa.

**Brooks Morgan**  
The Block Candy Co.,  
Atlanta, Ga.

**Harry R. Chapman**  
New England Confectionery  
Co.,  
Cambridge, Mass.

**William P. Reed**  
Reed Candy Co.,  
Chicago, Ill.

**Geo. H. Peckham**  
National Candy Co.,  
St. Louis, Mo.

**H. H. West**  
Loose-Wiles Biscuit Co.,  
Kansas City, Mo.

**J. G. McDonald**  
J. G. McDonald Chocolate Co.,  
Salt Lake, Utah

**B. G. Showley**  
Showley Bros.,  
San Diego, Calif.

**William M. Hardie**  
The Wm. M. Hardie Co.,  
Cleveland, O.

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NEW PRESIDENT



Vice-President  
C. W. DOUGLAS

what he had done under the emergency between the time of the passage of the Bill by Congress and the date of the annual convention.

President Sander reviewed the meeting which he had called in Chicago on May 27 of "a group of men (named temporary Zone Chairmen) representing the various trading areas of the country" to discuss a tentative code and obtain lists of unethical practices and other information through subsequent zone meetings of manufacturers before convention time. These meetings were held and upon arrival at the convention the Zone Chairmen met with the Code Committee in a series of extended sessions from Sunday night until Thursday afternoon, when the Eight Rules of Practice were presented to the convention assembled in executive session for adoption.

The organization plan under the Industrial Recovery Division and the Eight Rules on competitive trade Practices as adopted by the convention are published in full elsewhere in this issue of THE MANUFACTURING CONFECTIONER.

**Keen Interest Evidenced**

Attendance at this convention of both members and non-members was far above the average. Actual paid registrations reported by Secretary Frank S. Records numbered 460, while the approximate number who went through the gates to view the 45 exhibits at the exposition amounted to approximately 1600—a

(Continued on page 18)



GEORGE H. WILLIAMSON

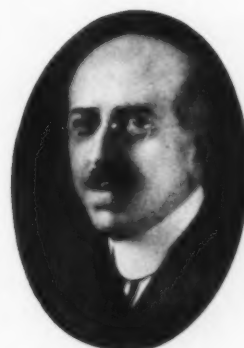
"Let Us Act as a Regiment!"

*Says President Williamson*

I ACCEPTED the presidency of the National Confectioners' Association with reluctance, realizing that I would be forced to give up my time, my friends, and my business. The responsibility of this position under the operation of the National Industrial Recovery Act is tremendous. It is impossible for one man to shoulder it alone, and therefore it is not unreasonable that I ask each member of the Association to bear all responsibility he possibly can. Therefore, you will receive many requests from me during the coming year. They may be commonplace and tiresome, but I assure you that these requests will be made for the good of the Industry, and for the eventual benefit of each member.

This industry faces a social and moral test which must be met now. The result will determine whether we are grown men who can control and govern ourselves, or little children who must be ruled and herded into action by the Government.

The National Industrial Recovery Act was passed to enable this whole country to recover from the depression by means of unselfish co-operative effort. It



Vice-President  
J. M. GLEASON

was not passed for the benefit of a few individuals or a few thousand business men.

Industries are told to get in line and march together as regiments. In a regiment, each man is in step with every other man, and the regiment gets somewhere. In a mob, each man runs as fast as he can and if the mob gets anywhere it is only by accident.

This industry has had enough mob action and has arrived nowhere. It is time we got together as a regiment.

Only by the co-operation of each individual in it can the Industry be lifted, and as it is lifted so will each individual be benefited in proportion. No manufacturer can lift himself by his own bootstraps, and no manufacturer or group of manufacturers is greater than the Industry. When this fact is recognized and observed by all, then, and not until then, will there be improvement.

This is simple and elemental truth, but too many of us, intent on our own selfish betterment, do not recognize it. These endanger the Industry, the Country, and themselves.

The most important job before every man today is to get into line and keep step with the Industry. Are you doing it? Or are you watching your competitor and waiting for him to start first?

Very truly yours,  
GEORGE H. WILLIAMSON,

record attendance in recent years. Undoubtedly the 50th Anniversary Celebration of the N. C. A. and the Chicago World's Fair were contributing factors toward the unusual attendance but the impending action of the Association toward the adoption of a Code and self-regulatory measures under the Industrial Recovery Act proved to be the strongest drawing card.

Close observers noted an undercurrent of anxiety prevailing throughout the four-day meetings. Manufacturers large and small were present or represented—each keyed up to the importance of the occasion. It may be said that every manufacturer was motivated by both an offensive and a defensive viewpoint; offensive so that he might be sure to benefit by this legal getting together of the industry, and defensive so that his toes might not be tread upon. On the whole, a spirit of optimism and eagerness to co-operate toward eliminating the existing evils of the industry prevailed in the negotiations. Obviously, however, differing views clashed in committee meetings and on the convention floor when the suggestions for the Code were being discussed, but in the main the difficulties were ironed out for the time being.

"Hereafter this industry will act as a unit in the regimentalizing of American industries to hasten business recovery under the national emergency Act," said Mr. Williamson in presenting the Association's plan and Rules of Practice at the executive session on that memorable Thursday afternoon. President Sander had set aside the scheduled program and called the special meeting in order to bring the matter to a vote at the earliest moment the Code Committee was ready to report. The convention had started on Tuesday.

The industry's "big shots" were on hand. The tension was terrific.

"The Act provides," continued Mr. Williamson, "that the President of the United States can appoint an administrator to draw up a Code for this industry unless we do the job ourselves." He read the Bulletin of instructions received from the

Federal Administrator on how to proceed, and also pointing out that as soon as a Code is submitted a public hearing will be held in Washington on the proposed Code to permit expression of opposing views by labor or persistent minorities. Mr. Williamson suggested that the industry stand united behind the final Code drawn up and refrain from individual appearance at the Washington hearing to avoid disorganizing the efforts of the industry.

The Industrial Planning Committee of 14 Zone Chairmen, Mr. Williamson declared, will delegate their authority to the Industrial Board of 5 which will select one, two or three of its members to present the final Code at Washington.

While the question of reaching an agreement on minimum wages and maximum hours was deferred until a complete survey of the industry could be made, some members felt that the Association should commit itself favorably upon these main objectives of the Recovery Act. In the discussion Mr. V. L. Price said, "Unless we qualify in expressing ourselves on these things we should be ashamed to go to Washington to ask to be relieved from our competitive bad trade practices. We should increase our wages and shorten working hours without hardship on those now employed."

Mr. O. J. Freeman, President of the Western Association, concurred and said the western manufacturers had adopted a Code and a wage schedule. He expressed hopes of getting "universal wages" throughout the country.

Discussion on wages and hours was closed following passage of a resolution offered by Mr. Price directing a message assuring the administration of this industry's co-operation along these lines. The resolution follows: "Resolved: That it is the desire and intention of this Association to co-operate with the President and his Administration in applying the principles enunciated by the President in signing the Industrial Recovery Act."

#### Election of Officers

Besides electing Mr. George H. Williamson, of General Candy

Corp., Chicago, President of the N. C. A., two vice-presidents were chosen and the 14 Zone Chairmen of the Industrial Planning Committee were elected as the N. C. A. Executive Committee to simplify the organization functioning. Meetings of the Zone Chairmen can thus be converted into Executive Committee meetings. The vice-presidents are: Mr. J. M. Gleason, of W. F. Schrafft & Sons Corp., Boston, Mass., re-elected to second term; and Mr. C. W. Douglas, of Douglas Candy Co., St. Joseph, Mo. Members of the Executive Committee are listed elsewhere in this issue.

Supervision of the newly formed Industrial Recovery Division will be under the N. C. A. President, according to the amended By-Laws.

The Industrial Board of 5 members was elected at the first meeting of the Industrial Planning Committee after the convention, Saturday, June 24. The Board includes: Mr. V. L. Price, National Candy Co., St. Louis, Mo.; Mr. C. H. Woodward, of John G. Woodward & Co., Inc., Council Bluffs, Iowa; Wm. M. Hardie, The Wm. M. Hardie Co., Cleveland, Ohio; Wm. F. Heide, Henry Heide Inc., New York, N. Y.; J. M. Gleason, of Schrafft's, Boston.

The date and place of the next convention, and the question of whether or not an exposition will be held, were left undecided by the Executive Committee, although it is expected that these will be determined shortly.

#### Convention Addresses

The dominating thought of the convention obviously was the relationship of the industry to the Recovery Act, hence a number of the addresses during the various sessions of the week were intended to shed light upon it. Then intermixed in the program were many profitable talks on production, sales, and raw materials.

An innovation this year was the Production Forum Sessions held two afternoons. A number of outstanding trade leaders gave addresses on raw material, including Lecithin and Pectin, in which there was much interest in these new materials. The forums drew many production

men to the convention resulting in very successful discussions under the able leadership of Mr. Carl Graeser, National Candy Co., Cincinnati, Ohio.

Limited space does not permit our reference to all addresses; some are published in full in this issue, others are scheduled to appear later, and extracts of some are presented below.

#### Jones Outlines Washington Angle

Mr. W. Parker Jones, Washington Counsel for the Association, outlined the task at hand in connection with drawing up the Code and administration under it. He stressed the serious nature of the matters "which must be dealt with presently and without avoidable delay." Besides outlining the plan for organization, he said, "For immediate use in preparing the Code, there must be collected through the Regional Committees detailed information on the following subjects:

"A. Maximum hours of operation per week.

"B. Minimum wage rates per hour.

"C. Recommendation concerning price agreements and quotas or allotments of production or sales."

In regard to enforcement of the Code, Mr. Jones said, "The Government anticipates that at least 90 per cent of every industry will accept and conduct their business in accordance with the approved Code, but will be prepared immediately to take regulatory action against all recalcitrants upon reports from the industry. . . . The Manager will, after investigation, bring the complaint to the attention of the violator and endeavor to secure a correction of the violator's conduct. He may in appropriate cases of dispute submit the controversy first to the Regional Committee for arbitration. If their decision is adverse and the violator fails immediately to comply with it, the Manager will then furnish the General Attorney with the facts for presentation to the appropriate officers of the Government for action. . . .

"After a Code for manufacturers is put into operation and running



smoothly, consideration should be given to bringing the jobbers and retailers into the organization, thereby controlling all resale prices so as to insure a legitimate profit to all divisions of the industry and increase consumption."

Mr. Jones also referred to the provisions of the proposed new Food and Drugs Act prepared by the Department of Agriculture and to be submitted for enactment at the session of Congress next January. "This Bill," said Mr. Jones, "provides for the establishment of legal definitions of identity and standards of purity and quality for all foods, including candy.

"Preliminary to the promulgation of such definitions and standards, the candy industry will be expected to prepare and submit a tentative schedule of the articles requiring definition and standardization, with direct information showing the recognized ingredients and the names under which these articles are customarily sold. . . . Our task is to assemble and codify this information and set it up in form acceptable to the Secretary of Agriculture. This convention should delegate this work to a special committee for prompt action in preparation for the enactment of the new Food and Drugs Act, and for such use as may be made of it under the Industrial Recovery Act."

Mr. Jones also reviewed the situation under the Candy Excise Tax and said that while the tax was to terminate on June 30, 1933, the special taxes have been continued by the Industrial Recovery Act to June 30, 1934.

#### The Test of Control

Dr. Stephen I. Miller, Vice-President of Dun & Bradstreet, Inc., also touched upon the Recovery Act in his address, "The Human Factor in Business." He discussed the destructive nature of competi-

tion under the old Natural Law Theory and the new system of socialized economy of the "greatest good for the greatest number." The trade association is coming into its own, he said, and upon individuals and associations will rest the responsibility of acting as a unit in determining prices and other factors of control.

"When managed economy takes the place of competition, responsibility will become definite, and subject to bitter controversy," declared Dr. Miller. "When changes occur in price levels, volume and costs, there will be required a speed in adjustment that has always challenged individualism, let alone a slow co-operative trade or Government control. When business activities are controlled they tend to become static with a severe modification of individual effort. All these problems involve the substitution of the human factor for the automatic. There is apt to be a strange medley of dictators and democracy.

"The almost unsurmountable tasks", said Dr. Miller, "are the licensing and registration of business as a step toward the limitations of new units; determination of the working period; wages and salary levels, and the adjustment of supply to demand."

Dr. Miller expressed his belief that the supreme test lies ahead in carrying out the control program after the emergency has passed. He asked the convention a significant question, "Are you going to be big enough when the Government gives back its control to move as a unit for the benefit of all in your industry and the consumer?"

Another address of business interest was that by Dr. Ivan Wright, Professor of Economics, University of Illinois, on "Factors in the Banking and Financial Outlook." Dr. Wright stated, "While it would be entirely too optimistic to expect a return in a few months of the general prosperity that existed in 1926 to '28, at present it is fair to believe that sound and permanent return of business is under way, and that we are going in the right direction toward more stability in our financial and business organizations."



Mr. Arthur Fisher, attorney and trade practice consultant, Chicago, pointed out many important suggestions of procedure in his address, "Recent Legislation as an Aid to the Elimination of Unfair Practices in the Confectionery Industry." "Don't assume that because we have a new Act we have a 'cure-all' for the woes of the industry," declared Mr. Fisher. "Industries won't be able to dump their complaints at the door of the Government Commission. The most successful industries have been those which have solved their own problems and complaints, asking the Government to act only as a last resort. The most effective punishment of infractions is publicity, at first without name but later mentioning names if necessary."

Important consideration of the various policies open for procedure under the Recovery Act was urged by Mr. Fisher. Briefly, he discussed the following:

1. Fixing prices through the Association. Mr. Fisher stated, "There is nothing in the law about this, and if you are permitted to fix prices you will have to pay a higher premium in wages and Government intervention. . . . If you define your industry as manufacturers, jobbers, and retailers a rule fixing prices might be accepted. But if you include manufacturers only it would be better just to suggest the price for jobbers and retailers to follow."

2. Allocation of production quotas. "There is more in the law about this and more can be done through this plan than by controlling prices. You can't control price unless you control production. There is more acceptance of allocation of quotas or distribution of production than of price fixing. . . . Of course this is difficult in industries with new items introduced frequently. . . . An advantage of this policy is in its limiting overproduction and preventing new firms from starting up. It is more drastic and effective than price control."

3. Cost accounting. "It is difficult," said Mr. Fisher, "in industries of many products and differing processes to standardize costs,



Arthur Fisher

but it is more possible with simple products. There are two extremes, and this industry may fall somewhere between."

4. Open publication of prices. "There is great possibility of stabilization under this plan," continued the attorney. "It means that every firm publishes in full its list of prices and every type of allowance, stating in effect that they mean what they say. . . . These may be filed with a central office, but the stiffening effect comes from open publication to the trade. . . . To depart from your published price list is misrepresentation and fraud. This is the germ of the idea behind published price lists. Of course it needs to be supported by other measures because even published prices can disrupt an industry."

5. Miscellaneous Group of Policies. Mr. Fisher pointed out numerous other "rules of the game" which will be useful in attempting to adopt a set of rules for the industry. He indicated that all should be considered, including, prevention of dumping goods on the market, commercial bribery, misrepresentation, etc.

#### Industry Talks

Many other valuable addresses and reports were given at the various sessions of the convention. Mr. James O. McKinsey, head of a prominent accounting and engineering company bearing his name and also Professor of Business Administration at University of Chicago, made a timely and practical talk on "Balancing Income and Expense Next Year." Mr. Arthur Allen, consultant in Packaging, spoke on "Color and Design in Packaging."

Upon industry matters, addresses



James L. Palmer

and Association Reports included: "Adjustment of Freight Rates" by Mr. F. J. Mueller, Traffic Representative of N. C. A.; Reports of the Publicity Committee and Educational Campaign read by Mr. Graesser for Mr. Williamson, Chairman, and Miss Mary Pepper, Director of the Educational Dept.; Report of Trade Mark Counsel by Walter C. Hughes, Counsel; "A Message from the West Coast" by O. J. Freeman, Pres., Western Confectioners' Assn.; "The Salesman's Attitude Toward His Firm, the Jobber, and Himself" by James F. McHugh, Pres., National Confectionery Salesmen's Assn.

In discussing sales supervision, James L. Palmer, Professor of Marketing, University of Chicago, stressed the importance of developing salesmen to whom can be delegated the responsibility of running their territory intelligently and as though it were their own. "Fundamentally," he said, "the job of supervision is one of personnel administration and you can't do it by mechanics. . . . The sales manager must see selling through the customer's eyes, be a merchandiser, and have a flare for transmitting his ideas to his men. . . . Salesmen should be merchandisers, but 9 out of 10 are trying to sell candy instead of methods of solving their buyer's problems. . . . In the future under the new Act the business is going to the man who helps his customers sell. The competition will be in merchandising."

The Confectionery Jobbing Survey conducted in Cincinnati by the Department of Commerce and the Association was discussed by Mr. Malcolm A. McDonell, Chairman and Mr. John Bromell of the Department.



# Unifying the Candy Industry

## Mr. Sander Hails the New Deal and Reviews Year's Activities

*Extracts of Convention Address*

By ARNO E. SANDER

*Retiring Pres. National Confectioners' Assn.*



To the Officers, Executive Committee and Members of the National Confectioners' Association of the United States, Inc.:

**I** FEEL safe in saying that there has not been a single worth-while project in the past fifty years that has not originated within the ranks of our Association and that has not been brought to a happy conclusion by the Association. I am not going to dwell at this time on the glories of our Association, as later on in our program this matter will be thoroughly taken care of. I also want to assure you that both personally, as well as on behalf of the officers of your Association, I thank you for your attendance here today. . . .

When President Roosevelt spoke about the "forgotten man" I feel quite certain he was looking at every man in the candy industry, and when he further stated that industry was to have a new deal, I can't help but believe that he was again thinking of our industry. According to Industrial Recovery Bill, which has been now safely passed Congress, it is left to the industries themselves to organize and submit a code, carrying out the requirements of this Bill and if the code is satisfactory to the proper authorities at Washington, it will become

the law of the industry and our industry can then control what President Roosevelt calls the unruly minority, which has been responsible for the wasteful and unethical way of doing business, at all times and particularly so in the last three or four years. . . .

(*Editor's Note.*—Mr. Sander next referred to his appointment of Zone Chairmen and the meetings were held on preparing a Code preliminary to the convention.)

We have an opportunity here so to legislate, that we will put the candy industry back on the high plane it has always held and that we can get the permission of the Government to control, as well as police our industry. It will cost considerable money to properly control our industry and I give warning now that it will mean a higher rate of dues than we have ever paid before, not however so high that it will discriminate against any of the smaller factories within the industry.

If our Association does get the permission of the Government to control the industry, we must have a majority of the firms in number as well as in volume of business. Speaking approximately, we have at present a majority of the firms in number as members of our Association and at least 80 per cent of the volume of the industry, so that

there should be no trouble in convincing the authorities that we are the proper vehicle to function for our industry.

This is the most important meeting this Association has ever held and for that very reason, I am going to cut down my Annual Report and be as brief as possible so that ample time can be devoted to the discussion and adoption of our code. It is necessary however, that I touch briefly on the various activities of our Association for the past fiscal year and give you the results of our various activities.

### Candy Excise Tax

At the close of our Convention last year we received news that the Senate, sitting as a Committee of the Whole, in an effort to balance the budget, had restored to the pending bill a tax on manufacturers' sales of candy at 2 per cent. You will recall that the House originally placed a 5 per cent tax on candy, which your legislative committee, under the leadership of Mr. William F. Heide, was able to convince the Senate Finance Committee that it was unjust and discriminatory and they then eliminated the tax, only to have the Senate itself saddle us with a 2 per cent tax.

Following approval by the Senate, your legislative committee directed its efforts toward securing acceptance by the conferees on the

## UNIFYING THE CANDY INDUSTRY

part of the House of the 2 per cent tax voted by the Senate in place of the 5 per cent tax, and the 2 per cent rate was adopted and became effective on June 21st, 1932.

Your president and our general attorney, Mr. W. Parker Jones, were invited to confer with the Bureau of Internal Revenue concerning regulations applicable to the candy industry, with the result that many of the annoying provisions of the regulations in force under the Revenue Acts of 1918 and 1921 were eliminated. In compliance with the request of the Bureau, a list of candy manufacturers was compiled by Secretary Records and furnished to the Bureau for its assistance in the uniform application of tax.

The total tax collected on the sales of candy from July, 1932, to March, 1933, amounts to \$2,678,832.32. From this, it is apparent that the income from this tax will fall short of the estimated sum of \$5,000,000.00 per annum.

Under the terms of the Revenue Act of 1932, the candy tax expires on June 30, 1934, but the need of income for the government is still great, and it is probable that earnest efforts will be required to eliminate it and to prevent an increase in the rate. A general revision of the Revenue Act of 1932 is expected at the regular session, to begin next December.

In connection with the farm relief bill, legislation was proposed to put an import tax on cocoa beans. This was defeated, but in connection with the Industrial Recovery Act, there has been a discussion of special taxes on cocoa and sugar and of a general sales tax on manufacturers of  $1\frac{1}{4}$  per cent. In several states, legislation has been proposed and in some cases enacted, discriminating against candy. In the state of New York, candy is the only article of food subject to special tax, and the inclusion of candy in tax legislation is likely to spread unless sustained efforts are made by the Association to defeat it. I earnestly recommend that steps be taken at this Convention to provide sufficient funds to carry on a campaign against the discriminatory



taxation of candy, and that plans be made to enlist all of those interested in the industry in the support of this campaign, as their assistance may be needed.

### Traffic-Freight Rates Reduced

During the past year much thought has been given to the matter of freight traffic and this thought was put into action. We are now enjoying unprecedented freight rates and thanks are due to the Regional Traffic Bureaus or Associations and the various Traffic Managers of our industry.

You are familiar with the fact that candy is moving at 4th class freight rates. The rates were reduced by the Carriers by reason of motor truck competition and the Carriers were impressed with the formidable volume of the traffic of our industry and the loss of this business would mean tremendous losses in revenue to them.

The saving to the industry has been quite considerable, and off-hand, I would say that our saving amounted to 30 per cent, as compared to what we paid previously.

We cannot rest on our oars with the present state of freight tariff. Already with increased revenue coming in, the Carriers are in spots raising the present emergency rates. We have proven that the truck presents a transportation value that we cannot overlook. They offer a store-door delivery on our product and the candy jobber saves money when the goods are delivered to his door. In rates the truck can offer a rate equally as low as the rate offered by the rail lines. The rail lines must progress to the point of developing a system of store-door delivery and they must prove themselves capable of performing their service on a competitive basis with the truck.

Some of the Traffic Managers within the industry have expressed the hope that while the iron is hot

we should strike out for a general revision of the classification on a basis of fair and equitable rates, so that when the present emergency rates are removed from the Exceptions, the candy industry will be ready to resume the class rates at a rate lower than second class less-carload and fourth class carload. We would welcome the viewpoint of our members, especially from the traffic managers of our members who have so interested themselves in these reductions during the past year.

To summarize all of the changes in rates would be a difficult job for a traffic man, but for the layman—we well we can only do our best. We have a 4th class rate for shipment within Official Classification on less-carload and 5th class carload. We have a similar rate in effect between points in Western Classifications. We have a 4th class less-carload rate between Official Classification and Southern and Southwestern territories; also a 4th class rate between points in Southern Classification; the carload rate differs slightly, but in all cases it is the 5th class or lower. On the Pacific Coast we have a 4th class rate less-carload. In Trans-Continental territory we have a 4th class rate less-carload between many points and extension is being made from time to time to cover a much wider territory.

In addition to candy the same low rates are enjoyed by such allied commodities as chewing gum, chocolate, chocolate coating, cocoa powder, cocoa butter, licorice compound and candy cough drops.

As I have stated, these rates are published as emergency rates and are of temporary duration only—some to expire on June 30th, others in September, which necessitates further action on the part of our various traffic bureaus as well as our own Association and it is important that the several sectional traffic bureaus be properly and amply supported in order that their work may not be hindered because of lack of support, both morally and financially.

An attempt is being made now in Official Classification to raise our

present freight rates to 65 per cent of first class rates, meaning 65c per hundred as compared to 50c per hundred that we now enjoy. Our Association's traffic manager, as well as the various regional traffic managers, have attended a meeting in Buffalo to protest against this arbitrary increase . . .

#### **Educational Advertising and Publicity Campaign**

The above sub-title states that we are still engaged in an educational advertising and publicity campaign, but the fact remains that owing to a lack of funds the advertising part of the campaign has ceased entirely.

However, our publicity work is continuing, as heretofore and I believe, in fact I am quite certain, that for the amount of money we are spending on this activity we are getting wonderful results . . .

#### **Russian Candy Importation**

In my address last year I called particular attention to the harmful competition of Russian candies, particularly on the Atlantic Seaboard. Since then the eastern markets have been flooded with English candies which were imported into this country because of the low rate of exchange of the English pound. All of this will no doubt be corrected in the very near future, first because of our temporary going off the gold standard and, secondly, no doubt the economic conference being held in London at the present time will bring about some adjustment of the tariff problems of the world.

#### **Special Credit Information**

At the beginning of this fiscal year, Secretary Records with my approval inaugurated a system of special credit information and it has proved to be of great value to a number of firms. This information is sent to the office of the Association from the various firms, there tabulated and then sent out to all of the firms who furnished the information. It is a worthwhile activity on the part of our Association and Secretary Records is to be congratulated upon the splendid manner in which he has carried out this work.

#### **Cost Accounting**

This is a subject that can be discussed at every convention, without ever arriving at a satisfactory conclusion. In our present proposed code we state that every article sold by a manufacturer must be at a profit, based upon an average system of cost accounting by the industry. I again must earnestly recommend that a system on which we can all agree be adopted sooner or later by the entire industry.

#### **Return Goods Problem**

The return goods problem is one of the causes of the disappearance of profits in our industry. The late Candy Institute of America inaugurated a return goods policy that was considered fair and equitable by both the manufacturers and jobbers, and while the Candy Institute has failed to survive the policy adopted at that time did a great deal of good. I believe our present proposed code must naturally take care of this problem and I earnestly recommend that some definite policy be adopted generally by the industry and that it be lived up to by every member of the industry.

#### **Distribution Cost Survey of Jobbing Confectioners**

Your Association was instrumental to some extent in bringing about this survey by the Department of Commerce of the jobber's costs. If we are to take care of the jobber's problems in our proposed code, it will be absolutely necessary that we definitely know the jobber's cost of doing business, and the survey which has been undertaken by the Department of Commerce will bring us that information.

Mr. Malcolm A. McDonell, who has been chairman of this committee, as well as Mr. John Bromell of the Department of Commerce will be heard during this convention and we will then have definite figures and definite information on which to work . . .

In conclusion, I want to thank every officer, every committee chairman and a great number of the prominent manufacturers who have been of such wonderful assistance

to me in trying to carry on during the past strenuous fiscal year . . .

The fiscal year just passed, as I stated above, has been most strenuous and almost universally unprofitable to the manufacturer, but a new deal is assured us and we can confidently look forward to better times . . .

#### **Committee Organized to Advise On Food Industry**

A committee representing the major food processing and distributing industries of the United States has been organized to advise the Agricultural Adjustment Administration on conditions in the various industries concerned. The organization grew out of a conference Friday of representatives of the industries with Charles J. Brand, co-administrator, and William I. Westervelt, director of the processing and marketing division.

Following is the committee membership as thus far organized: Earl D. Babst, chairman of the board, American Sugar Refining Co.; Colby M. Chester, president, General Foods Corporation; J. S. Crutchfield, National Biscuit Co.; R. R. Deupree, president, Procter & Gamble Co.; Howard Heinz, president, H. J. Heinz Co.; Albert T. Johnson, president, The Borden Co.; Francis Kamper, C. J. Kamper Grocery Co.; Arthur W. Milburn, chairman, executive committee, The Borden Co.; George M. Moffett, president, Corn Products Refining Co.; John W. Morey, president, Morey Mercantile Co.; Albert H. Morrill, president, The Kroger Grocery & Baking Co.; Walworth Pierce, president, S. S. Pierce Co.; Frederick Snyder, Boston, Mass.; John Stuart, president, Quaker Oats Co.; Roy E. Tomlinson, National Biscuit Co.; Leonard E. Wood, president, California Packing Corporation.

All these representatives were present at Friday's informal conference. Gordon C. Corbaley advised and collaborated with Mr. Brand in arranging the meeting.

It is the desire of Agricultural Adjustment Administration executives to prepare for a uniform and balanced approach to the problems of the food distributing and processing industries. This generally representative committee, acting as an advisory council, is expected to assist in formulation of policies which will be correlated as between various branches of the food industries.

In addressing the meeting Mr. Brand pointed out that this group is not to supersede or supplant in any way the contacts of the administration with organized trade associations.

R. R. Deupree was named temporary chairman and Gordon C. Corbaley, temporary secretary. A committee on operating standards and principles was also named, with Howard Heinz, chairman, and Frederick Snyder, Leonard E. Wood and Albert H. Morrill, members. Roy E. Tomlinson is chairman of a committee on organization, with Colby M. Chester and Gordon C. Corbaley members.



# N. C. A. Code Principles and Industrial Recovery Division

*Adopted at 50th Annual Convention*

**F**OLLOWING are the Eight Rules of Trade Practice adopted at the N. C. A. Convention Thursday afternoon, June 22, as "statements of principles for guidance" of the newly formed Industrial Board and Industrial Planning Committee in drawing up the final Code for the candy industry. The Code will be presented at Washington by "one, two or three members delegated by the Board."

"These Rules of Practice approved by the convention," said President George H. Williamson at the meeting, "should not be confused as the Code of the industry, for the Code itself must be prepared in accordance with what our Industrial Board finds will be acceptable to the Administrator at Washington. Any or all of these may be included in the Code; we cannot say until we know what the Administrator will permit an industry to include in its Code."

Nevertheless, the Eight Rules of Practice as adopted and the Code to be prepared have the common purpose of eradicating the industry's evils and restoration of a profit on every sale. Fair wages and hours will also be included.

In his first letter to members of the Association after the convention, President Williamson said the Code would be drawn up and presented "when sufficient information is available to know what the Administrator will consider as proper, and after data can be gathered from the industry itself, pointing out its needs and desires . . . For that reason these rules were submitted only for an expression of opinion."

The rules approved are stated in full below.

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## Industrial Division Organization

THE personnel of the organization set-up of the N. C. A. Industrial Recovery Division, under the supervision of Mr. George H. Williamson, President of the National Confectioners' Association, is as follows:

### INDUSTRIAL BOARD

#### J. M. Gleason

Wm. F. Schrafft & Sons Corp., Boston, Mass.

#### Wm. F. Heide

Henry Heide, Inc., New York, N. Y.

#### V. L. Price

National Candy Company, St. Louis, Mo.

#### Wm. M. Hardie

The Wm. M. Hardie Co., Cleveland, Ohio

#### Carlton H. Woodward

John G. Woodward & Co., Inc., Council Bluffs, Iowa

### INDUSTRIAL PLANNING COMMITTEE

Consisting of the 14 Zone Chairmen elected by their respective Zones and also elected as the N. C. A. Executive Committee at the Convention—listed on page 16.

### MANAGING DIRECTOR

To be appointed by the Industrial Board.

### RULE 1

A pricing policy which does not provide a fair and reasonable profit to the manufacturer on any and every item above cost based upon a uniform cost method established by the industry and which does not take into consideration a fair and reasonable profit to distribu-

tors shall be considered as an unfair method of competition.

A minimum profit of ten (10) per cent of sale price shall be the standard of fair and reasonable net profit to the manufacturer.

### RULE 2

Discrimination in price on the part of any individual seller from the seller's established list for different classes of trade shall be considered as an unfair method of competition. For this purpose the industry shall define what constitutes wholesalers, jobbers, wagon men, chain or syndicate stores, retailers and other types of customers.

### RULE 3

The giving of secret rebates, the granting of unfair and undue allowances, extension of credit in violation of terms established by the industry or the participation on the part of any manufacturer or an agent of the manufacturer in any practice that could be construed to be a deviation on his part from his established lists, shall be considered as an unfair method of competition.

### RULE 4

The offering of distressed merchandise, commonly known as JOB LOTS, for sale by the manufacturer shall be considered as an unfair method of competition.

### RULE 5

There shall be no consignment of merchandise or guarantee of sale.

The maximum credit, allowance or replacement on account of returned goods when the occasion for the credit or allowance is not due to manufacturing defect or through the fault of the manufacturer shall be not more than fifty (50) per cent of the invoice value.

No credit or allowance shall be made for goods which are not returned to the manufacturer.

No goods shall be accepted by the manufacturer for credit or allowance unless written permission for the return has been granted in advance by the manufacturer.

In the case of goods returned for credit when the occasion for the return is not due to manufacturing defect or through fault of the manufacturer, any transportation charges paid by the manufacturer shall be deducted from the credit or allowance granted.

In no case shall any credit be allowed after six (6) months after date of shipment and no claim based on manufacturing defect or other fault of the manufacturer shall be valid after thirty (30) days after date of shipment.

In no case shall merchandise be repacked by manufacturers for customers.

*The Manufacturing Confectioner*



## THE MANUFACTURING CONFECTIONER

### RULE 6

Directly or indirectly to give or permit to be given or offer to give money or anything of value to agents, employees or representatives of customers or prospective customers, or to agents, employees or representatives of competitors' customers or prospective customers, or the loaning of fixtures, with or without the knowledge of their employer or principals, as an inducement to influence the purchase or contract to purchase industry products from the maker of such gift or offer, or by such means influence such employers or principals to refrain from dealing or contracting to deal with competitors, is an unfair method of competition.

### RULE 7

Every manufacturer of candy products shall file with the managing director a complete price list of candy products manufactured by him for each classification, which list shall include credit terms, cash discounts, freight and other allowances, same to be filed three days prior to the issuance to the trade of new price list or changes in the listings then in force. Each manufacturer shall notify the managing director of each such change.

These previous lists shall be retained by the managing director for sixty (60) days after any changes in list and shall be used only for the purpose of reference in the event of a dispute arising from claims of deviation on the part of the manufacturer from his list.

### RULE 8

In the protection of jobbers from unfair competitive practices, in their respective sections of the country, manufacturers shall establish and enforce jobbers' minimum resale prices to the retail trade which resale price shall provide the said jobbers with a minimum gross profit of twenty (20) per cent on said jobbers' established resale price and shall provide the retailer with a minimum gross profit of thirty-three and one-third (33 $\frac{1}{3}$ ) per cent on retailer's resale price to the consumer.

A ninth rule prohibiting sale of items for consumer lottery on any basis was included in the original list of rules presented to the convention by the Code Committee, but this was rejected by a majority vote. The rule as presented read:

"The offering for sale of any package or device, by which the ultimate consumer engages in the element of chance or lottery in making a purchase shall be considered as an unfair method of competition."

### Industrial Recovery Division of the National Confectioners' Association

For the purpose of carrying out the provisions of the National Industrial Recovery Act, the convention formed a division of the Association to be known as the Indus-

trial Recovery Division. The By-Laws of the National Confectioners' Association were amended to specify the organization set-up and increase membership dues to meet the added administrative expense.

"This Division," as interpreted by President Williamson in his letter received by the members July 3, "is based upon a system of self-government and regulation in each locality which will give every manufacturer of candy an opportunity to cooperate, as well as to express himself and to announce his needs and requirements.

"The country has been divided into 14 zones. Each zone will elect its own chairman and other officers, its executive committee, and appoint its own committees. The chairmen so elected constitute an Industrial Planning Committee for the candy industry. They will be a governing committee for the industry, and, being chosen each from a different part of the United States, truly represent the entire industry. This group of chairmen then elect an Industrial Board of five men which will carry out the desires of the industry in conformance with the provisions of the National Industrial Recovery Act."

The Association By-Laws as amended to provide for the changed dues and the new Division organization are as follows:

### Article III, Section 8—ANNUAL DUES shall read as follows:

#### Section 8—Dues:

(A) The dues of each active member shall be paid monthly and shall equal one-tenth of one per cent of the total dollar sales of articles taxable as candy under Federal Revenue Act of 1932, during the month next preceding, except that the annual dues of any active member located in any country other than the United States of America shall be \$50.00.

(B) The annual dues of each associate member shall be \$50.00, payable annually in advance.

(C) Honorary members shall not be required to pay dues.

(D) New active members shall pay dues from the date of their admission.

There shall be added to the by-laws a new article to be designated as Article X, which shall read as follows:

### Article X — INDUSTRIAL RECOVERY DIVISION.

The Industrial Recovery Division shall be organized and shall operate under the supervision of the president of the National Confectioners' Association as follows:

(A) The INDUSTRIAL BOARD shall consist of five members elected for one year by Industrial Planning Committee; shall elect its own chairman, vice chairman and secretary from its own members; shall appoint necessary committees, chairmen of which shall be members of board, and shall supervise work of managing director.

(B) The INDUSTRIAL PLANNING COMMITTEE shall be composed of the chairmen elected by their respective zone groups; shall elect the Industrial Board; shall meet not less than once a year with board they elected to report conditions and make recommendations; shall elect its own officers; shall cooperate with and report to managing director individually and as called upon by him; and shall receive reports of director and board.

(C) THE MANAGING DIRECTOR shall be appointed by the Industrial Board for not more than one year, at a rate of compensation fixed by board. He shall carry out all work as ordered by board, contact, stimulate and strengthen zone groups; shall make necessary reports to Federal departments; shall confer with proper Federal authorities when necessary; shall investigate whatever violations cannot be taken care of by zone groups, and instigate prosecutions where and when necessary; shall make investigations of violations requested by zone group chairmen or independently when advisable; shall secure, classify and recapitulate data for establishment of prices, wages, costs and practices as may be required by board or various committees; shall employ and supervise necessary assistants, subject to the approval of the finance committee appointed by the Industrial Board.

(D) ZONE GROUPS shall consist of geographically related groups of manufacturers organized for the purpose of representation on and cooperation with the industrial planning committee and for regulating local conditions. The members can and should be members of the N. C. A. Each group shall elect its chairman, vice chairman, secretary, treasurer, and a group board of three, five, or seven members, including the chairman and vice chairman; shall make its own by-laws for local operation; subject to the approval of the Industrial Planning Division; shall appoint necessary stated and other committees for cooperation with activities of National Industrial Recovery Division committees, the managing director and/or the Industrial Board; shall collect data for required reports of director; shall police its zone for violations, and when found, endeavor to stop violations and report to director both success and failure at once.

(E) The following zones are established for the purpose of this article of the by-laws:

Zone 1—New England (6 states).

Zone 2—New York, New Jersey and state of Connecticut, including south of New Haven.

Zone 3—Eastern Pennsylvania, Maryland and Delaware.

Zone 4—Ohio, Michigan, Indiana, western Pennsylvania, Kentucky, West Virginia.

Zone 5—Florida, Georgia, Virginia, North and South Carolina.

## Annual Survey Reveals==

# Tonnage Gained 1.3% Last Year Dollar Value Down 19.6%

**V**OLUME of candy sales in the United States gained 1.3% in 1932 compared with 1931, but dollar value dropped 19.6%. The decrease in the total value of sales was accompanied by a decrease of 20.5% in the average price per pound. Per capita consumption of candy, however, remained about the same in 1932—11.81 pounds, compared with 11.78 pounds in 1931. These facts, and many others, are revealed in the Preliminary Report of Confectionery Distribution in the United States for 1932, made by the Foodstuffs Division of the U. S. Commerce Department.

Sales on a poundage basis amounted to 1,168,848,982 pounds in 1932, compared with 1,154,313,166 pounds in 1931, while the total sales in value were 172,001,370 in 1932, compared with \$214,036,569 in 1931. Average price per pound was 14.7 cents, as against 18.5 cents the previous year.

The advance in tonnage was made up of increased sales in chocolate bulk confectionery, moulded chocolate bars, chocolate covered bars, and five and ten-cent packages. Percent of total sales of the industry made by each type of candy remained about the same as in 1931.

The combination of lower prices and the increased weight of the units are responsible for this trend. These results, in fact, probably come as no surprise to the industry, since the majority have been following the practice of offering "double" bars, larger pieces, and lower prices for more than the past year.

The annual distribution report gives an analysis of sales data collected by questionnaire from confectionery manufacturers representing about 79.4% of the national production. Information was furnished by 418 "identical" manufacturers; identical meaning that each of these

firms supplied comparable returns during 1931 and 1932. This group includes the largest candy manufacturers in the country. The survey was conducted by Edmund A. Flagg, under E. G. Montgomery, chief of the Foodstuffs Division.

All values and prices in the report are based on the manufacturers' net sales prices. Retail values may be reflected by increasing the above figures by approximately 100%.

### Sales to Chain Stores Increase

Sales to chain stores during the year increased 1.2%, sales to jobbers showed no change, while sales to independent retailers fell off.

Sales to chain stores, which increased from 16.0 of total sales in 1930 to 18.5% in 1931, continued their upward trend in 1932. The present report shows that during that year 19.7% of all confectionery reported was sold to chain stores. Sales to jobbers were 53.7% of total sales for both 1931 and 1932. Sales to independent retailers, shown to have been 17.9% of total sales in 1931, amounted to 16.1% in 1932.

Sales direct to the consumer by manufacturing retailers through their own stores showed a gain of 0.5%, while mail order sales increased from 0.2% to 0.3% of the total.

### Plain Package Goods

The annual survey report for 1929 showed a steadily increasing number of firms attracted to the manufacture of plain-package confectionery, a tendency which was temporarily interrupted in 1930. The report for 1931, however, indicated a swing back to the previous condition; 16 more firms reporting sales of plain package goods in 1931 than reported in 1930. The present report again shows an increased number of firms making this type of candy, 254 in 1932 as against 249 in 1931. While both volume and value

of sales decreased in 1932, the relative percentage of each to the total of all confectionery remained about the same as in 1931—14.5% for 1932. Average price declined 2.5 cents per pound—25.8 cents per pound for 1932.

### Fancy Package Goods

A steadily declining number of firms making this class of candy has been evidenced since 1929. Nineteen firms manufacturing fancy-package confectionery in 1931 abandoned it in 1932. Sales on both volume and value basis show marked decreases in 1932, while the average price dropped 6 cents a pound—70.2 cents per pound for 1932.

### Chocolate Bulk Confectionery

Sales of chocolate bulk confectionery in 1932 increased 21.3% over 1931 on a volume basis, but fell off 8.1% on a value basis. Average price per pound fell from 19 cents to 14.4 cents. The relative percentage of total sales (10%) on both a poundage and value basis (9.9%) increased in 1932 over 1931.

### Bulk Confectionery Other than Chocolate

The relative volume of sales of bulk confectionery other than chocolate on both the poundage (24.2%) and the value basis (16.5%) remained about the same in both 1931 and 1932. Average price fell from 12.4 cents to 10.1 cents per pound.

### Moulded Chocolate Bars

The sales of moulded chocolate bars in 1932 compared with 1931 showed an increase on a poundage basis of over 19%—from 81,055,091 pounds to 95,594,781 pounds in 1932. This increase was accompanied by a drastic reduction in the average price per pound—29.1 cents in 1931 down to 20.7 cents in 1932.

### Chocolate Covered Bars

Increased volume (310,499,553

(Continued on page 52)

# Lecithin in Candies and Chocolate Coatings

★ *The use of Lecithin, as one of the newest raw materials, aroused much interest at the Production Forums of the Convention. Below are the two addresses given on this subject*

## First Address--LECITHIN IN CANDIES

By WM. F. SCHLESINGER  
Ross & Rowe New York, N. Y.  
Delivered By J. E. ROWE

*I*N this talk I shall not attempt to give you a definition of lecithin or any scientific data because, as practical men, we are much more interested in what lecithin will do rather than what it is. I take it for granted, however, that you are all familiar with commercial lecithin as supplied to the candy industry and appreciate that it is a natural vegetable product obtained from oil-bearing seeds.

In originally presenting lecithin to the candy industry for use in general confections, its practical advantages were outlined by the general statement that when lecithin was added to fat-containing candies it retarded graining, sweating, greasiness and rancidity. These claims may be too broad to enable manufacturers to grasp the unique properties of lecithin. While each of these advantages is important to candy manufacturers, there are many variations in formulas which may overcome any one of these problems. What is important to you is that with lecithin you can reduce these variations in formulas and methods and secure greater flexibility, yet produce candies that look better, taste better, eat better and stand up better.

To illustrate, let us cite a few of the variations or compromises in formulas now practiced in making candy. We try to use enough sucrose for flavor and stand-up properties and yet not too much to cause premature graining. Likewise, we try to use sufficient reducing sugars to retard crystallization of the sucrose and yet not too much to cause sweating. Again

we try to use sufficient fat in chewing candy to retard sticking, yet not too much to cause greasiness. Or if the piece requires large quantities of fat, we try to use fat and stearines of sufficient high melting point so as not to have greasiness but still of not too high melting point so as to render it too unpalatable or indigestible.

There are numerous other illustrations of these compromises, such as using low-melting-point fats in conjunction with starch, flour or pastes which may accomplish the purpose of preventing fat separation in the kettle but usually at a sacrifice in texture, chewing, and stand-up properties. In the case of flavors, we find cocoa powder used extensively as a flavor, notwithstanding its admitted inferiority to bitter chocolate, largely because of its low fat content. We also find alcohol soluble flavors employed almost to the exclusion of oil soluble flavors because they distribute more readily. Yet it is well appreciated that alcohol soluble flavors volatilize and lose their strength much quicker. Homogenizers have been used to emulsify the fat so as to break it up into small globules and insure its even distribution through the batch. However, experience teaches us that while we may obtain initial distribution through this method, it is not permanent and invariably increases graining. Each of these illustrations is well known.

### Reduces Graining, Sweating, Greasiness

Manufacturers have been trying to mix two physically and chemically dissimilar products—



namely, water and fat—with only small measure of success. Yet until the introduction of lecithin there has, broadly speaking, been no alternative. The correct application of lecithin now permits you to employ sufficient sucrose for flavor without danger of graining, sufficient reducing sugar to retard crystallization of the sugar without danger of sweating and sufficient fat to provide effective lubrication without danger of greasiness and resulting rancidity.

You can also use bitter chocolate for full flavor and oil soluble flavors in any candy batch, with the assurance that the flavor will distribute better and keep fresh longer. Lecithin also permits you to use low-melting-point fats and oils which melt at body temperatures. This represents a considerable saving to manufacturers in cost of raw materials and materially improves palatability and eating properties.

#### **Lecithin in Natural Fats or Oils**

It is well known that natural fat which has not been refined—such as dairy butter—disperses more readily through a candy batch. There is even a difference in dairy butter, as fresh country dairy butter is superior to the highest grade of fresh creamery butter, particularly if made from pasteurized cream. It all depends on the percentage of natural lecithin present in the dairy butter. The makers of butter do not have the facilities for standardizing the lecithin content of the butter. Therefore, the practical man may get one lot of butter which mixes in nicely and the next may develop partial separation. When this occurs, of course the candy maker is blamed for not handling the batch correctly, while the fact is the difficulty is due to the absence of an ingredient whose presence is not even suspected.

The further we get away from nature in trying to obtain the most highly refined product, the more difficult become our manufacturing problems.

Who has ever seen an unshelled peanut that was rancid, or for that matter even a shelled one, provided it was not roasted? Yet shortly after roasting the oil starts to seep to the surface and rancidity develops. Nearly any other nut is the same, even though some contain as high as 65 per cent of oil and appreciable quantities of water. What provision has nature made for taking care of these large stores of fat? Of one thing we are sure and that is that wherever in nature we find fat or oil, we also find lecithin. Yet when we refine or treat natural oils and fat, the natural lecithin in the oil is

either destroyed or materially reduced. It will therefore be apparent that if we add lecithin to any confection it will fulfill the same purpose as in nature, retarding fat separation with resulting rancidity.

#### **Distributes Fat in Batch**

Now let us observe the effect of lecithin in facilitating the dispersion of fat through a candy batch. To a sugar syrup which has been brought to a boil we will add 10 per cent of refined coconut oil and start the double action stirrers in motion. No matter how long we stir we will always find, as soon as the stirring is stopped, a thick fat film on the top of the batch. If we now add a small percentage of lecithin, which has been previously dissolved in oil, to this batch you will see the oil disappear into the batch even without stirring. When this batch is finished and thrown out on a slab it sets up without a sign of grease on the surface or the slab. When pulled on the hook you do not get the greasy feel or does the candy develop greasiness during average shelf life. Also it will be easier to remove the wrapper and it will give a cleaner chew.

#### **Retards Graining in Candy**

In order to determine the effect of lecithin in retarding graining in candy, we will take caramels, which are the greatest offenders in this respect. In order effectively to test this property of lecithin we will purposely raise the sugar content to a place where the goods normally would grain quickly. The percentage of sugar used was 60 per cent to 40 per cent corn syrup. In the batch where the lecithin was omitted the caramels grained all the way through in four days. In the batch containing lecithin and the same high percentage of sugar no grain was apparent at the end of one month and only a slight skin of grain at the end of six months.

#### **Lecithin Resists Sweating**

If we go to the opposite extreme and use 6 parts of corn syrup and 4 parts of sugar and a low fat content we know that we are courting trouble through sweating. When these batches were submitted to high temperatures and humidity, the batch containing lecithin stood up very much better than the batch without lecithin, although the results were not all that could be desired. However, when larger quantities of fat were used the difference was most noticeable. The batch without lecithin became exceptionally greasy at first and then sweated down almost to a syrup. The batch containing lecithin stood up over a prolonged period and



effectively resisted the attack of both the water on the sugar and heat on the fat.

**Makes Possible Use of Adequate Fat Without Usual Disadvantages**

It will be quite apparent from the foregoing that lecithin is an invaluable aid in the manufacture of all types of candies to which fat or fat-containing materials are added. Fat, which has already been a liability, is now placed in the asset class. As one well-known candy maker expressed it, fat in candy is desirable; fat on candy is dangerous. You have all probably long appreciated the advantages of adding adequate quantities of fat to candies for the purpose of retarding graining, stickiness and sweating, also as an aid in obtaining uniform texture and sufficient lubrication for proper handling in the plant. However, you have undoubtedly also experienced the disadvantages such as fat separation, greasiness and rancidity. Lecithin now for the first time makes possible the use of adequate quantities of fat with all of its advantages and none of its disadvantages.

With lecithin it is possible to use refined coconut oil as the lubricating fat in practically every type of confection. This fat is a logical substitute for dairy butter in that it is the nearest in chemical composition to dairy butter of any of the oils or fats available to confectionery

manufacturers. Refined 76° coconut oil is more economical than any other fat available and will distribute rapidly through a candy batch without danger of fat separation, greasiness, or resulting rancidity during average shelf life.

The important fact that I wish to emphasize is that wherever fat is used, lecithin is needed. The reason for this is contained in the one word "distribution." There is no question about the ability of any good candy maker to work without lecithin. This is also true of many other ingredients but this fact in no sense changes the necessity for or the usefulness of lecithin. There is no combination of ingredients that can be added to a batch of candy that can do just what can be done by the introduction of a seemingly inconsequential amount of lecithin.

**How to Use Lecithin**

You really need very little direction as how to use lecithin in candies. The correct amount is 1 per cent of the total weight of the fat used in the batch. The lecithin should be dissolved in twice its weight of the fat used. This is accomplished by gently heating the fat and lecithin together. Temperatures do not need to exceed 110° F. This fat and lecithin mixture should go into the batch after all the fat containing ingredients have been added and the batch is boiling. This insures quicker dispersion.

*Second Address*

# Lecithin in Chocolate Coatings and Icings

By WM. A. CLEARY

*American Lecithin Company  
Atlanta, Ga.*

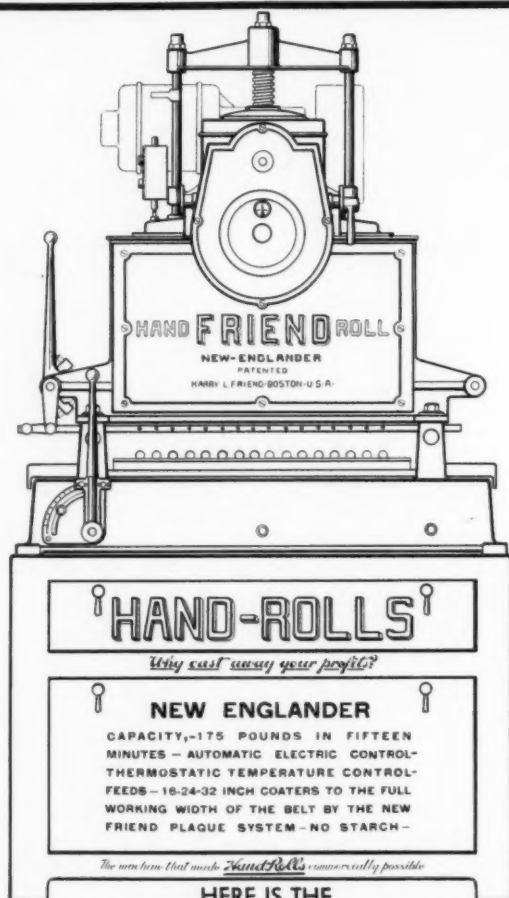
**T**HROUGHTOUT the past decade there have been developments in numerous processes, apparatus and ingredients used in the manufacture of chocolate coating which have proved beneficial to the industry as a whole, but they have all had some specific application at one or another particular point in the handling or processing of chocolate.

Lecithin, however, not only improves many operations as carried on today, but its benefits are apparent in the actual making of the coat-

ing, in its use in the confectioner's plant, as well as in the appearance of the finished package or piece, assisting to a large degree in overcoming the difficulties experienced in working coatings made without lecithin.

At the outset of this discussion, let me say that no attempt will be made to compare the character of any particular process or coating, but wherever improvements are actually brought about due to the composition and physical properties of chocolate in which a fractional

# THE RIGHT MACHINES MEAN QUALITY



## HERE IS THE "NEW ENGLANDER" BIG BROTHER OF THE "BOSTONIAN"

Another FRIEND for the candy industry—THE NEW ENGLANDER—setting a new record of efficiency and economy in quality creams.

Motor driven, full automatic control of deposits, thermostatic heating and other refinements that make it the most outstanding contribution to the progress of the confectionery industry. It will feed either a 16" or a 24" coater and will handle certain kinds of marshmallow, dough, paste, jelly, jam, marmalaid, macaroon, caramel, coconut, as well as cream fondant with or without fruit, nuts or coconut.

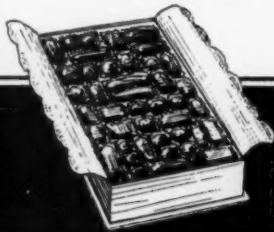
Capacity up to 5,000 pounds per day—a self-contained unit—no costly installation. NO STARCH—NO REMELT.

**EQUIP FOR QUALITY AT LOWEST COST IN  
CREAMS — DEPEND UPON A FRIEND.**

*Write for full details to*

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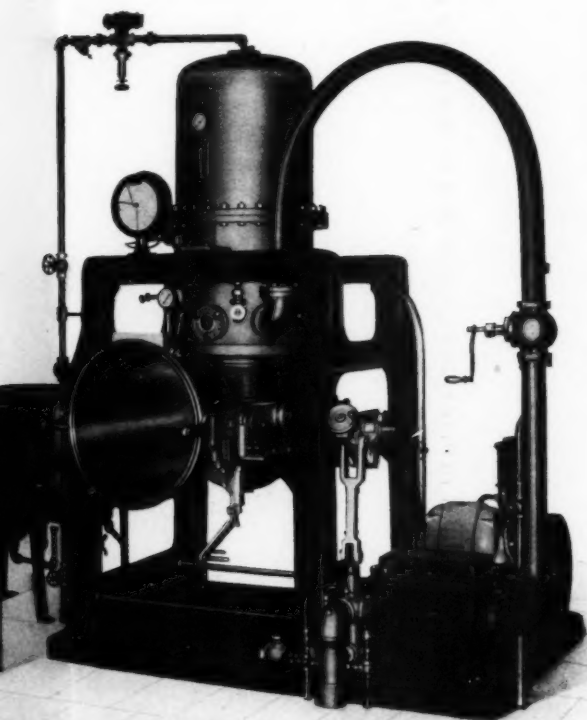
## HOLMBERG NEW TYPE KETTLE

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15 Park Row, NEW YORK



Patent Applied For.

## SIMPLEX VACUUM COOKER

THE ALL-PURPOSE COOKER  
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The SIMPLEX provides a more efficient, more practical, easier, quicker and far more economical means of cooking practically all kinds of candy.

It fits into all departments—producing the finest quality of either soft- or hard-boiled goods at an appreciable saving of time, labor, cost and floor space.

It cooks and cools in one operation—in cream work, the fondant is ready for immediate creaming and in making hard candy, the batch is ready for working directly it is poured.

SAVE IN COOKING AND INSURE UNIFORM QUALITY—Write for details of the SIMPLEX VACUUM COOKER.

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percentage of lecithin has been incorporated such results will be shown and commented upon.

#### What Lecithin Is

Lecithin itself is the vital fat of all living cells. Thus it occurs naturally in cocoa beans, though the product sold commercially which has the same composition is obtained from the soy bean. . . . Peanut oil, cocoanut oil, waxes and other ordinary fats have almost the same structural formula as cocoa butter but lecithin, while being related to each and all, plays a more important role than any. The similarity is seen when the third radical in the respective formulas is disregarded; the difference in the complex lower portion of the lecithin formula, accounting for its emulsifying power and its action on fats including cocoa butter.

Lecithin is a natural product extracted directly from the vegetable raw material and not changed during the process. The commercial product contains a small amount of cocoa butter added in purification to render the finished lecithin more readily workable and practicable for plant use. Lecithin is present (on a dry basis) in several of the most important foods and in the primary organs of the body. Thus in utilizing lecithin you employ a pure and wholesome material of great natural significance, that is effective in extremely small quantities.

#### Importance of Stabilized Viscosity

To the user of chocolate, viscosity is a factor of fundamental importance, and in order that you may thoroughly understand just why coating performance depends so much on viscosity, let me explain briefly what viscosity is and its influence on coverage. Viscosity is a measure of the thickness or thinness of flow of a liquid, of its internal friction. Every coating should be stabilized at that point. Without stabilization results are bound to be uncertain. Viscosities are usually measured on the McMichael viscosimeter under certain definite conditions, for example, No. 27 wire, 2 cm bob, 4 cm immersion, 20 r.p.m. at 130° F.

When one quotes a viscosity of say 150 degrees McMichael, this means in terms of the confectioner that for certain centers and enrobing conditions a coating with such a viscosity would apply let us say 20 per cent chocolate under the same conditions, a viscosity of 250 degrees 25 per cent, a viscosity of 350 degrees 30 per cent and so on—the higher the viscosity the greater the percentage of coating and consequently the fewer centers that a pound of chocolate will cover, or conversely, the lower the

viscosity the greater the number of centers a pound of chocolate will cover and the lower the percentage of coating. Fluidity expresses the same idea as viscosity but in the opposite sense; thus increased fluidity means decreased viscosity. You can readily see that if a coating which you purchase is understood to be a definite stated viscosity and which you accept as meeting the requirements of coverage desired, any change in it will play havoc not only with coverage itself but with actual operating conditions in the plant. Therefore, the coating, quoted at a definite viscosity, should at all times retain this viscosity; in short it must be stabilized, and as I progress in this discussion you will see that it is not practically possible to stabilize a coating unless lecithin is incorporated.

Heretofore it has been the practice to purchase liquors on the basis of certain fat contents. This is not indicative of the best working properties of a liquor because one can secure a liquor, say, of 54 per cent, but which has excessive moisture or may not have been milled as it should, and when made up into a coating will require more cocoa butter than a liquor containing 52.0 per cent fat and with which care has been taken in its process of manufacture to see that it has been properly made. How can you as a manufacturer be guided to secure the best liquor for your purpose? Only by specifying a viscosity range within which all well made liquor, regardless of their cost, will fall and that is between a viscosity reading of from 45-65 degrees on a McMichael viscosimeter. By doing this you will as well be in a position to control not only individual shipments of liquor but the quantity of cocoa butter necessary to make a given grade of coating within reasonable limits; of course, other factors affect the latter but uniformity of the liquor used is of primary importance.

#### Application in Manufacture

In making chocolate coating the proper quantity of lecithin to be used is 3/10 of 1 per cent of the total weight of the batch, which is 5 ozs. per hundred pounds of paste and it is to be added to the batch after refinishing or refining. The best procedure is to add the lecithin after the paste has been put into the conch with whatever addition of cocoa butter is generally added at this stage. In the case of Bausman disc or machines of that type it is best to add in the first mixing kettle say 3/4 of the quantity necessary to be used for the batch, holding the difference until the batch is finished and adding it in the kettle after grinding. This is done in



order to reduce the viscosity as rapidly and efficiently as possible and release the coating for use without delay.

Just what changes are effected in the make-up of a coating to which lecithin has been added? If you will follow I will point out step by step in three different types—milk, dark, and light sweet chocolates—the changes in composition; which changes I believe you will agree are advantageous.

First, in milk coating we have an increase in liquor of from 15 per cent to 16 per cent, which certainly is desirable. You understand that this increase comes directly from the reduction in the poundage of cocoa butter which must be necessarily eliminated and is not extra added liquor, by any means. Sugar is increased from 46 per cent to 49.5 per cent. This automatically increases, and should—in order that the ratio of liquor to sugar, which are primary flavor ingredients—be maintained. Milk solids, which are expensive in comparison to other ingredient costs, are as well increased from 15 per cent to 16.1 per cent. All these increases are due to the reduction in cocoa butter from 24 per cent to 18 per cent and the insignificant addition of this small square or really dot of lecithin.

Many manufacturers have inferred there is loss of weight. This is not the case, because where decreases are made in one ingredient, increase of all other ingredients has automatically taken place, always, however, maintaining their own ratio one to another as they exist where no lecithin has been added. This insures a coating of the same "Character," excepting in the cases of milk coating where milk solids have been increased and the coating will be richer in these solids by this increase, which can be reduced if desired, but is seldom done; and excepting that the tendency of excess fat towards dilution of flavor and color, and greasiness is avoided.

Light sweet coatings are used extensively, some contain a percentage of skim milk powder, but as a general rule they are quite low in chocolate liquor and high in sugar. . . . This excessive high content of solids necessarily demands a considerable quantity of added cocoa butter, very much more than either milk or dark coating and especially is lecithin desirable in coating of this type.

In dark sweet coatings there is an increase in chocolate liquor from 41.0 per cent to 43.3 per cent, sugar 44.0 per cent to 46.4 per cent and a reduction in cocoa butter from 15 per cent to

10 per cent, this reduction being reflected in the increases of both liquor and sugar, but, mind you, the ratio of liquor to sugar is maintained.

Generally speaking, chocolate is made by grinding the roasted cocoa nibs, mixing with the sugar and part of the added cocoa butter, refining and then conching. Lecithin added at the conch accomplishes important benefits for the chocolate manufacturer in saving time and power as well as in assuring that the confectioner will receive a coating the viscosity of which has been reduced to a minimum for its fat content and definitely stabilized.

#### Stabilized Viscosity Gives Control

Without lecithin, the viscosity by careful supervision can always be adjusted to the same point just before the chocolate manufacturer moulds the coating into blocks, but it is impossible to stabilize the coating in practice and therefore when the chocolate reaches the confectioner it will have a different viscosity and that viscosity will keep on changing depending on how the coating is handled so that the confectioner never really knows what coverage he will get until the coated centers come from the cooling tunnel or room and are weighed.

The reason for this is readily seen from this chart. Stabilization is that condition of complete lubrication or wetting of all the solid particles by the cocoa butter reached when the films of air and moisture surrounding each particle have been broken down and eliminated. Unstabilized chocolate, such as produced without lecithin, is constantly changing because under the influence of heat and agitation of varying kinds and intensities the cocoa butter is gradually worked in and wets the particles more and more completely. With lecithin, the complete wetting of the particles is almost immediate.

This chart (displayed on the platform by Mr. Cleary) shows how the viscosity of a dark sweet coating—each curve representing the same coating—changes on handling in different ways, despite the fact that in manufacture this chocolate was heat treated and then conched 24 hours, indicating that the chocolate is far from stabilized. Simply putting the chocolate in the hot room at 150° F. without any agitation produced a marked drop due to the action of the heat. Adding lecithin to the same coating produced an immediate drop in viscosity to about 40 per cent of the viscosity to start with and to almost half of what the viscosity was at the end of six days in the hot room. Adding lecithin after the coating had been in the hot room three

days produced an instantaneous drop to the same point as with the lecithin added to the coating at the outset, showing that there is a definite point of stabilization for each coating and that the better the coating is stabilized the less will be the drop in viscosity on addition of lecithin. Coatings are rarely if ever stabilized mechanically and even the attempt to do so with heat and agitation is costly and takes much time, whereas with lecithin stabilization is quickly and surely reached, along with other improvements in the physical characteristics of the chocolate.

You will notice that it took considerably over 5 per cent added cocoa butter and several hours mixing to bring the viscosity down to the point reached almost immediately with 3/10 per cent lecithin. The addition of cocoa butter in the confectioner's kettles, or just before blocking coating after processing, is objectionable not only because it aggravates the unstabilized condition but also because this butter which is not intimately blended in detracts from flavor.

Another test was made, placing the chocolate in a mixer to secure maximum stirring action and applying the very high temperature of 200° F. for nine hours to see how great a viscosity drop would result. At the end of this period under such strenuous treatment the viscosity was still half again as high as that of the coating containing the lecithin.

Note what happens in your plant when you melt down a coating such as this which has been processed to the extent of the usual medium grade and much more than the cheaper coatings, and yet which, as demonstrated by these tests, is far from stabilized. If the coating has been stored for several weeks or more after being finished by the chocolate manufacturer, the viscosity has come down considerably, although it may not have been touched. While moulded solid and stored in a cool place, the fat tends to reach a more stable relationship with the solids, and the air present tends to come out. The viscosity drop may amount to a point a day. When this chocolate is melted and run in the kettle, it will drop further, depending upon the length of time it is allowed to run in the kettle prior to use in the enrober, but rarely is a coating down to its minimum viscosity prior to being used unless lecithin is incorporated.

Another point presents itself which would be of interest to you. Many confectioners add cocoa butter in their tempering kettles to thin down their coating. This is certainly not to be encouraged, for the reason it is uneconomical

as well as detracting from the quality of the coating itself. Whatever the quantity of cocoa butter necessary to use, it has been found that a portion of it used when the coating is made will suffice to reduce the viscosity to the same degree as double the quantity used by the confectioner. Further, the ordinary type of kettle used with horizontal paddles does not allow for sufficient incorporation of the added cocoa butter; that part of the coating in the lower portion of the kettle receiving little benefit from the addition at all.

#### Freer Flow of Lecithin Coatings

Comparative coverage figures at lower enrobing temperatures reveals that coating stabilized at given viscosity with lecithin coats a lower percentage of chocolate to centers than does a coating in which considerably more cocoa butter has been used to equal a comparative viscosity, and is not stabilized. If you will note, the coating used in this graph is a milk coating with a viscosity of 334, the lecithin coating being stabilized at the same viscosity. Operating the enrober at a temperature of 88° F. the lecithin coating was covering the centers approximately 27.25 per cent, whereas the coating with cocoa butter was 28.5 per cent, in spite of the fact that both viscosities initially were the same. From this it appears that coatings containing lecithin flow more freely and exhibit an improved working property which the McMichael does not record, since this instrument primarily measures the friction between the bob and the molten chocolate. Just as lecithin in chocolate wets the sugar particles completely and rapidly so does the chocolate itself tend to cover and adhere to the center more readily, a property which would partly account for greater flexibility in the enrober and explain why lecithin coatings are particularly satisfactory for centers which ordinarily offer some resistance to taking coating; such as cast goods to which starch clings, or where nuts are exposed.

#### Moisture Difficulties Solved

Moisture, excessive humidity or any contamination of water with chocolate causes it to thicken, become "muddy," in trade language—sugar particles forming in lumps which will make the coating rough and grainy. Certain claims have been made that cocoa butter will perform as well in a coating as lecithin in this regard. Let's look at this moisture chart and see if these statements are correct. You will see that "progressive thickening" of the coating is greatly reduced by the addition of a frac-

tional percentage of lecithin, the original viscosity being 60 and rising to 280 when 2.5 per cent of water had been added to the coating containing  $\frac{1}{4}$  per cent lecithin; whereas with the original 54.0 per cent fat coating, plus 4.0 per cent added cocoa butter, the viscosity rose to 450, and with the original coating without any addition, as it would ordinarily be used, increased to 600.

#### Gloss and Strings

The gloss of a finished piece of goods is dependent upon many factors that enter the production of a coating, proper milling, refining and conching and reasonable care on the part of the confectioner will produce a good gloss, but as lecithin produces a more homogeneous mass, or may I say a more intimate mixing of blending of all ingredients, there is a consequent smoother surface and definite improvement in gloss; especially so in milk and light sweet coatings, in which you will all agree it is a rather hard matter to bring out a satisfactory gloss. Another reason for better gloss is the fact that coating can be run at a much lower temperature in the enrobers without the usual penalty of increased coverage, and the cooler coatings can be run on machines the closer we come to the hand dipper's condition of dipping, as well as the results she does secure in gloss when compared with machine goods. At the same time lower working temperatures contribute toward the better stringing properties of coating made with lecithin.

A second factor which explains the better body of lecithin coatings is the fact that by making unnecessary the use of so much extra added cocoa butter, which is the ingredient of lowest specific gravity, there is a higher percentage of solids. And further, by virtue of the action of the lecithin, the fat and the solids are more intimately mixed and blended so that the coating while still a mixture nevertheless exhibits more of the properties of a true solution, a fact verified by the freer flow of a coating containing lecithin as compared with an ordinary coating at the same McMichael viscosity. Thus the greater cohesion due to the presence of a fractional percentage of lecithin permits stringing of the chocolate, even in making unusually intricate designs without breaking or snapping of the strings during execution, and furthermore the strings stand out sharply.

#### Moulding Is Improved

In this connection attention should be called to the fact that moulding work, especially of

novelties and hollow goods, is greatly facilitated and improved by the use of lecithin. This enables the chocolate to be made without so much fat and causes it to fill the moulds more completely and uniformly, bringing out the fine details and reducing the loss due to breakage, securing at the same time a decidedly better gloss.

#### Lecithin Retards Graying

There has been considerable discussion as to reason for chocolate coated goods blooming, or turning gray, a difficulty occurring especially during the warm season. There are two forms of graying, one caused by sugar, the other by fat, both being counteracted and retarded by the use of lecithin. Sugar bloom is more easily controlled and the action of lecithin in coating the individual sugar particles with films of fat insulates them from moisture, so to speak, and thereby minimizes the danger of bloom from this source.

With fat bloom, or graying caused by separation of fat crystals to the surface, the problem presents more formidable aspects, but with proper care and by the aid of lecithin return goods resulting from graying can be materially reduced and shelf life extended. Also the better the coating is made the better chance it has of withstanding conditions conducive to fat bloom.

It is generally recognized that hand-dipped chocolates do not, under the same conditions, turn gray as readily as machine coated goods. On a moment's thought you will see that this naturally follows from the method of handling, namely, continuous agitation or working of the chocolate and dipping at a relatively low temperature, say 84° F. Both of these factors exert a similar effect. They tend to produce crystallization of the higher melting fractions of the cocoa butter, for, as you know, cocoa butter is a composite fat, some of the fractions of which have been found to melt as high as 117° F., while it has been stated authoritatively that if cocoa butter is allowed to remain at a temperature of 90° F. for some time 40.0 per cent of it will set even at this comparatively high temperature.

It is apparent, therefore, that by producing crystallization of as great a proportion of the higher melting fractions before the chocolate is applied to the centers, the likelihood of graying will be diminished. Indeed the tempering of chocolate is in effect the seeding with, or crystallizing of, the higher melting fractions and the lower the enrobing temperature, approaching



the temperatures used for hand-dipping, the further this crystallization of high melting point fractions of cocoa butter can be carried; always remember, referring to the molten chocolate before application to the centers.

Now you may be inclined to wonder what all this has to do with lecithin. Simply this—that coatings properly made with 3/10 per cent of lecithin can be satisfactorily handled on the enrobers at temperatures slightly below those required for working ordinary coatings and therefore a greater percentage of the higher melting fractions can be removed.

More convincing than laboratory tests is the fact that confectioners who have used coatings made with lecithin for several seasons report less returns and, after all, that is the real measure of effectiveness.

During our investigations it seemed to us that the confectioners did not have available any method of determining in advance the possibility of graying occurring on his finished chocolates, but rather could only tell when the trouble actually occurred and it would then be too late. In most chocolate departments today how can one find the answer to such questions as: has the chocolate completely set and reached the cooling temperature before packing? Has the coating been tempered as much as desirable before the chocolate is deposited on the center? Do the cooling temperatures and tunnel length bear the optimum relationship to the other conditions? Ofttimes difficulties blamed on the chocolate can be traced to some condition in the handling of the chocolate in melting down, dipping or coating.

#### Forecasting Results

A new device developed by Dr. Robert Whymper now enables you to go far toward finding the answers to these questions by means of solidification curves; thus affording the opportunity for closer regulation and control. The apparatus is extremely simple yet duplicates very closely the conditions under which chocolate sets on a center, and to all those interested I will be glad to supply a detailed description of the method and apparatus if they will get in touch with me later.

The more intimate mixing of chocolate ingredients promotes greater stability, while a third reason for the beneficial effect of using lecithin with reference to graying results from the fact that with less cocoa butter present the likelihood of graying is reduced, since it is the fat which is directly concerned. Reduction of

5.0 per cent in fat content may amount to 17.0 per cent of the cocoa butter and to a very much higher percentage of the added cocoa butter (contrasted to the cocoa butter naturally present in the chocolate liquor), and it is this added or free butter which is most likely to cause trouble.

## The A. R. C. Re-elects George C. Cobb President for 1933-34

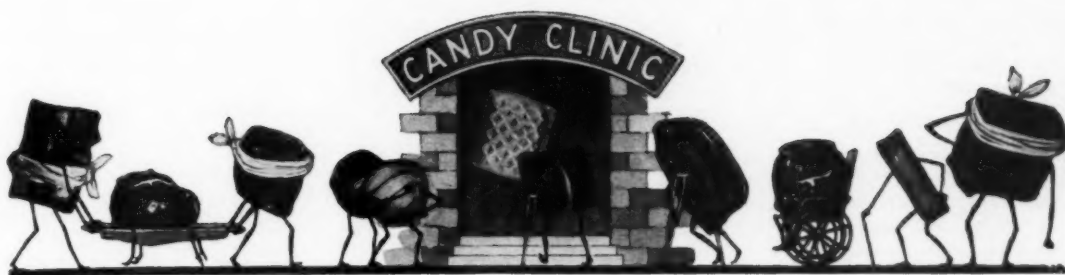
**T**HE Associated Retail Confectioners of the U. S. held their seventeenth annual convention at the Edgewater Beach Hotel, Chicago, June 19th to 21st.

While the registration was small the interest in discussions were just as valuable and as spontaneous as former years. The forum discussion under the able leadership of Anderson Pace included: The Maintenance of Quality, Personnel, Merchandising, Policy and Plan, Advertising Methods, Competition, Sales Taxes, Advertising Appropriation, General, Association Work, Looking to the Future.

There were many fine exhibits of candies including some new pieces. The following awards were made: (1) Finest Candy for Candy selling for \$1.00 per pound or less, and (2) Fine Candy Award for Candy selling for 75c per pound or less. The first group awards were made to: first, Mavrakos Candy Co., St. Louis; second, Ernest Wilson Co., San Francisco; third, Mrs. Ora Snyder, Chicago; fourth, Quaker Bonnet Sweets, Buffalo. The second group of awards were made to: first, Dimling's Candy Shops, Pittsburgh; second, Wieda's, Inc., Paterson; third, Mrs. Ora Snyder, Chicago; fourth, Fred Sanders, Detroit. Sweepstakes were carried off by Al Herz of St. Louis, and a special award was given to Henry Maillard, New York.

The officers for 1933-34 are: George C. Cobb, Worcester, Mass., Pres.; Ernest Wilson, The Ernest Wilson Co., First Vice-Pres.; Herbert R. Dimling, Dimling's Candy Shops, Pittsburgh, Pa., Second Vice-Pres.; Wm. D. Blatner, Chicago, Ill., Sec.-Treas. The executive committee is composed of: Charles Welch, Sanders' Detroit, Mich., chairman; Mrs. Ora H. Snyder, Chicago, Ill.; Al Herz, Herz Candy Co., St. Louis, Mo.; W. W. Kolb, Newark, N. J.; Theodore Marquetand, Marquetand's, Philadelphia, Pa.; Miss C. C. Doyle, The McNally Doyle Co., Cleveland, Ohio; Chas. S. Mitchell, Mitchell's, Nashville, Tenn.; Francis McGuire, MacDoel's, Buffalo, N. Y.





The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. Each sample represents a bona-fide purchase in the retail market so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C. Next month we will discuss Summer Candies.

## Marshmallows, Fudge and Caramels

### Code 7A 33

#### Marshmallows—30 pieces—10c

(Purchased in a chain grocery store, San Francisco, Calif.)

**Appearance of Package:** Good. Open face, two-layer, tray printed in red, Cellophane wrapped. Recipes using marshmallows are printed on the bottom of box.

**Color:** Fair.

**Texture:** Dry.

**Taste:** Fair.

**Remarks:** Marshmallows were not up to standard. They did not eat well.

### Code 7B 33

#### Caramel Pop—2¾ oz.—5c

(Purchased in a candy store, Chicago, Ill.)

**Appearance of Pop:** Good. Wax and glassine wrappers, printed in yellow and blue.

**Color:** Too dark.

**Texture:** Tough.

**Taste:** Fair.

**Remarks:** This is a cheap tasting caramel and entirely too tough; not up to standard at the price of 5c.

### Code 7C 33

#### Caramel Roll—2 oz.—5c

(Purchased in a cigar store, Chicago, Ill.)

**Appearance of Bar:** Good. Wrapper of Cellophane, printed in blue and silver.

**Size:** Good.

Bar is made up of a chocolate fudge center covered with caramel and rolled in toasted coconut.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating bar.

### Code 7D 33

#### Caramel Slices—½ oz. or over—5c

(Purchased at a cigar stand, Chicago, Ill.)

**Appearance of Bars:** Good. Glassine wrapper, printed in orange and black.

**Size:** Good.

Two flat slices of caramel dipped in milk chocolate.

**Chocolate Coating:** Good.

**Center of Caramel—**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** A good eating caramel bar.

### Code 7E 33

#### Cream Caramels—2½ oz.—5c

(Purchased in a cigar store, Chicago, Ill.)

**Appearance of Package:** Good.

**Size:** Good; 10 caramels in a boat; printed Cellophane wrapper.

#### Vanilla and Chocolate Caramels—

**Colors:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good size package and good eating caramels at this price.

### Code 7F 33

#### Chocolate Almond Caramel Bar—2½ oz.—5c

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Bar:** Good.

**Size:** Good. Glassine wrapper with Cellophane window.

**Chocolate Coating:** Good.

**Center:** Caramel.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** A good eating and good looking caramel bar.

### Code 7G 33

#### Chocolate Marshmallow Bar—1½ oz.—5c

(Purchased in a railroad depot, Boston, Mass.)

**Appearance of Bar:** Good. Cellophane wrapper with blue seal.

**Center:** Dry and hard.

## THE CANDY CLINIC

**Coating:** Good for this priced goods.  
**Remarks:** The coating on this bar is good but the marshmallow center is not made right. A poor eating marshmallow bar.

### Code 7H 33

**Light Coated Caramels—1¾ oz.—3 for 10c**

(Purchased in a cigar store, Boston, Mass.)

Twelve small coated caramels in a boat. Red printed Cellophane wrapper.

**Coating:** Fair.

**Caramel—**

**Texture:** A trifle tough.

**Color:** Good.

**Taste:** Fair.

**Remarks:** This caramel needs a little more fat as it ate too tough.

### Code 7I 33

**Chocolate Fudge—2 oz.—5c**

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Bar:** Good. Cellophane wrapper, white card with name printed in red inserted.

**Size:** Good.

**Color:** Good.

**Texture:** Fair.

**Taste:** Fair.

**Remarks:** This fudge is not up to standard. Good size but lacked quality.

### Code 7J 33

**Assorted Caramels—1¾ oz.—5c**

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Package:** Good. Six vanilla and chocolate caramels wrapped in Cellophane.

**Colors:** Good.

**Texture:** Good.

**Taste:** Fair.

**Remarks:** Caramels had an odd taste which was not good.

### Code 7K 33

**Pecan Roll—Over 2 oz.—5c**

(Purchased in a drug store, San Francisco, Calif.)

**Appearance of Bar:** Good. Cellophane wrapper, gold foil insert inside with name and weight printed on it.

**Size of Bar:** Good.

Bar is made up of a nougat center covered with caramel. Pecans on top.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is a good eating bar and cheaply priced.

### Code 7L 33

**Caramel Bar—1½ oz.—5c**

(Purchased at a newsstand, San Francisco, Calif.)

**Appearance of Bar:** Good. Gold foil wrapper, printed in black.

**Size:** Good.

**Chocolate Coating:** Fair.

**Center of Caramel—**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating caramel bar.

### Code 7M 33

**Assorted Caramels—2 oz.—5c**

(Purchased at a cigar stand, Chicago, Ill.)

**Appearance of Package:** Good. Five assorted caramels wrapped in Cellophane.

**Size:** Good.

**Colors:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good 5c package of caramels.

### Code 7N 33

**Butter Sweet Fudge—2¼ oz.—5c**

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Bar:** Good. Cellophane wrapper, printed in white.

**Size:** Good.

**Color:** Good.

**Texture:** Tough.

**Taste:** Fair.

**Remarks:** This is not a good fudge. The piece did not eat like fudge. Suggest the printing be some other color than white as it can hardly be read.

### Code 7O 33

**Marshmallows—4 oz.—5c**

(Purchased in a chain grocery store, Chicago, Ill.)

**Appearance of Package:** Good. Two-layer, open top tray, wrapper of printed wax paper.

**Color of Marshmallow:** Good.

**Texture:** Fair.



Taste: Fair.

Remarks: This package of marshmallows is cheaply priced, but marshmallows are not up to standard.

### Code 7P 33

Marshmallows—8 oz.—9c

(Purchased in a chain grocery store, Chicago, Ill.)

Appearance of Package: Good.

Box: Two-layer, printed tray, Cellophane wrapper. Had a jig-saw puzzle on top.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Marshmallows were of good quality, one of the best examined.

### Code 7Q 33

Chocolate Covered Marshmallows, Egg Shape—12 pieces—7c

(Purchased at a department store, Chicago, Ill.)

Appearance of Piece: Good. Sold in bulk.

Coating: Dark; fair.

Center of Marshmallow—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating marshmallow at this price.

### Code 7R 33

Assorted Caramels—1 lb.—39c

(Purchased at a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One-layer, colored brown and printed in a darker brown, tied with grass ribbon. Cellophane wrapper. Neat looking box.

Appearance of Package on Opening: Good; all pieces cupped.

Assortment: Plain vanilla, plain chocolate, vanilla and chocolate nougat, vanilla and strawberry nougat, vanilla nut and chocolate nut.

Colors: Good.

Texture: Good.

Taste: Good.

Assortment: Good.

Remarks: This is the best box of caramels (at this price) the Clinic has examined for some time. Package is neatly put up and very good quality at this price.

### Code 7S 33

Marshmallows—1 lb.—15c

(Purchased at a chain grocery store, Chicago, Ill.)

Appearance of Package: Good.

Box: Folding, full telescope, printed in red and blue, wax wrapper.

Color of Marshmallow: Good.

Texture: Dry and tough.

*DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.*

*Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.*  
—Editor.

Taste: Fair.

Remarks: These marshmallows were either very old or not made right as they were too hard to eat.

### Code 7T 33

Assorted Wrapped Caramels—1¾ oz.—3 for 10c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Package: Good. Six wrapped caramels in a printed boat. Cellophane wrapper.

Flavors: Vanilla and chocolate.

Texture: Good.

Colors: Good.

Taste: Fair.

Remarks: The caramels in this package were good eating but lacked flavor. Hardly any taste of chocolate in the chocolate colored ones.

### Code 7U 33

Assorted Wrapped Caramels—8 oz.—10c

(Purchased in a cigar store, New York City)

Appearance of Package: Good.

Container: Printed boat, Cellophane wrapper.

Contents: Vanilla and chocolate plain, vanilla and chocolate marshmallow.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: This is a good 10c package of wrapped caramels.

### Code 7V 33

Peanut Butterscotch—2¼ oz.—3 for 10c

(Purchased at a cigar stand, New York City)

Appearance of Package: Good. Printed Cellophane wrapper.

This bar is made up of a butterscotch jacket and a peanut butter center.

Color: Good.

Taste: Good.

Center: Good.

Remarks: This is something different in bars and is good eating.

### Code 7W 33

Chocolate Coated Fudge—1½ oz.—5c

(Purchased in a cigar store, New York City)

Four pieces of chocolate covered fudge in a boat. Printed Cellophane wrapper.

Coating: Dark; good.

Center: Good.

Remarks: This is a good eating chocolate coated fudge.

### Code 7X 33

Assorted Wrapped Caramels—1¾ oz.—5c

(Purchased in a cigar store, Boston, Mass.)

Six pieces of wrapped caramels in a printed boat, Cellophane wrapper.

Contents: Vanilla and chocolate plain caramels.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: A good eating wrapped caramel.

### Code 7Y 33

Assorted Wrapped Toffee—2¼ oz.—5c

(Purchased in a cigar store, New York City)

Appearance of Package: Good. English caramels wrapped in assorted colored wrappers, Cellophane bag used.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This package is cheaply priced and one of the best English caramels the Clinic has examined.

### Code 7Z 33

Chocolate Fudge—2 oz.—5c

(Purchased in a cigar store, New York City)

Appearance of Bar: Good. Printed Cellophane wrapper.

(Continued on page 53)

## Jobbers Drawing Up Codes; Plan National Federation of Local Associations

**J**OBBERS throughout the country, like the candy manufacturers, are eager to cooperate with the Administration under the Industrial Recovery Act, and take advantage of its provisions for improving conditions within the trade. While the manufacturers have been busy preparing and comparing ideas, data, and principles for suggestions to their Code Committee, the jobbers in various sections have been getting together for action which will lead to adoption of a code for their branch of the industry and the organization of some form of a national federation or council of existing jobber associations.

Outstanding in these progressive efforts are the Wholesale Confectioners' Board of Trade of Greater New York and the Southern Wholesale Confectioners' Association, the latter with offices in Atlanta, Ga.

### Jobbers Present Suggestions at N. C. A. Convention

A delegation from the New York Wholesale Confectioners' Board of Trade attended the recent N. C. A. Convention in Chicago to submit their suggestions for consideration of the manufacturers' Code Committee in order that the jobbers' needs might be presented in clear-cut fashion, direct from the jobbers, and that the finished code of the manufacturers might "prove beneficial to all branches of the candy industry, including the manufacturer, wholesaler, and retailer."

The Eastern delegation included Frederick Weiss, of New Rochelle Mercantile Co., Yonkers, N. Y., president of the Board of Trade; Jos. M. Weber, Consolidated Candy Corp., Bronx, N. Y.; Joseph Bard, Bard & Margolies, Brooklyn, N. Y.; Philip Silvershein, New York; I. L. Laffer, Schwartz & Son, Newark, N. J.; Harry Berkowitz, Berkowitz Bros., Newark, N. J.; Mr. Mizrach, Majestic Candy Co., Jersey City, N. J.; and Herbert Tenzer, legal counsel to the Board of Trade.

Feeling that the time was right



●AS SPOKESMAN for his group in candy distribution, Joe Jobber presents in this column substance of interviews with leading jobbers on points of interest to manufacturers.

for all jobbers attending the convention and in the vicinity of Chicago to get together to discuss many of their mutual problems under the Industrial Act, the Eastern group and jobbers of the Chicago area held a meeting in the Hotel Sherman, Wednesday, June 21.

The activities of the New York Board of Trade were ably reviewed by Mr. Tenzer, and the suggestions which had been drawn up by that group after several months' study and contact with Washington officials who participated in framing the Industrial Act, were endorsed by the meeting.

It was agreed by all present that a national council or federation of confectionery associations would best meet the needs of the trade, in preference to a national association of jobbers. The consensus of opinion was that local organizations would be most desirable in adapting local codes of ethics and fair trade practices to local problems, while the problems common to all wholesalers nationally would logically require the consideration of a national council, composed of representatives from all local or sectional bodies.

Jobbers from various sections without an organization were urged to get their fellow wholesalers together as soon as possible. The Chicago jobbers found that the Federal injunction proceedings of 1928 restraining them from organizing again had been dismissed and the individual probation terms had expired, hence they decided to form a new association at once.

The N. C. A. Code Committee gave recognition to the 17 suggestions of the New York Board of Trade in a meeting Tuesday night, June 20, to which Mr. Tenzer and part of the New York group were invited. Some of the points were later covered in the Eight Rules of Practice drawn up by the Code Committee and passed by the convention as suggestions of principles for the guidance of the N. C. A. Industrial Board in drafting the industry's final code. It was said that other parts of the jobber suggestions would be taken under further consideration. In the main, however, the jobbers felt their greatest needs were unprovided for in the manufacturer's tentative code, or Eight Rules of Trade Practice.

The jobbers were admitted to the executive session of the convention on Thursday, when the Eight Rules were laid before the convention for passage. But during the discussion when the jobbers requested a hearing of their views they were refused by President Sander. Following the convention some prominent individuals in the industry expressed their regret that the jobbers were not given the floor when the code rules—which vitally affected them—were discussed. The jobbers felt then and many others throughout the country now feel that the jobber should have been given more consideration in these Eight Rules of Trade Practice which the manufac-



turers adopted as the backbone of their proposed Industry Code. It is hoped the Industrial Board will give them full consideration in drafting the final Code.

### Jobbers' Suggestions for Manufacturers' Code

The suggestions of the New York Wholesale Confectioners' Board of Trade, which generally reflect the needs and desires of most all candy wholesalers, as submitted to the N. C. A. Code Committee, are as follows:

Chicago, Ill., June 20, 1933.

To the Code Committee of the National Confectioners' Association of the United States:

The Wholesale Confectioners' Board of Trade of New York City respectfully submit for your consideration the following suggestions for the code of ethics and fair trade practices to be adopted by your code committee. This code, we trust, will prove beneficial to all branches of the candy industry, including the manufacturer, wholesaler and retailer.

For the purposes of this code a distributor of confectionery or candy at wholesale is one who, either an individual, partnership or corporation, has a place for the regular transaction of business, sells either himself or through salesmen, employs office help and packers, has delivery facilities for his merchandise, and has a fixed overhead. Distributors of candy at wholesale include firms who sell in addition to candy, at wholesale, tobacco and/or fountain supplies, and/or stationery, and/or other allied lines. Such distributors will be hereinafter referred to as **WHOLESALE**. Every wholesaler should be a member of a recognized local or regional wholesaler's organization.

1. A manufacturer who caters to the wholesale trade shall under no circumstances sell direct to any retailer, either individual or corporation, peddlers, concessionaires, vending machine operators, or consumers. Such manufacturers shall sell to wholesalers only.

2. Manufacturers who are also wholesalers shall be requested to discontinue their wholesaling business or to reorganize the same so that it shall in no way have any direct relationship with the manufacturing end of their business.

3. For a period of one year from the date of the approval by the Government, manufacturers catering to the wholesale trade shall not open any new wholesalers' accounts.

4. Orders obtained by missionary men employed by manufacturers shall be turned over for disposal to the wholesaler named by the retailer.

5. No "drop shipments" shall be made by manufacturers to wholesalers' customers.

6. All deliveries by manufacturers to the wholesalers shall be prepaid and delivered to store door. Invoices shall be dated as of the day of delivery.

7. The manufacturers' price for all

merchandise sold to the wholesaler shall not exceed 50 per cent of the retail resale value of the said merchandise. The retail resale price of goods shall be marked on the bar, package and container of all merchandise.

8. Manufacturers' invoices shall be subject to a cash discount of 2 per cent if remittance is made within 30 days from the date of invoice and 45 days shall be the limit of credit extended any wholesaler.

9. A manufacturer shall have one price and the same terms for all of his wholesalers. The manufacturer, however, shall be the sole judge in determining the line of credit to be granted to any of his wholesalers.

10. The practice of free goods, special discounts, premiums and other un-economic trade practices shall be discontinued by the manufacturers. Manufacturers shall not in any way or manner display favoritism to one or discrimination against another of his wholesalers.

11. National, state or local taxes imposed on candy shall be paid by the manufacturer, and not passed on to the wholesalers. The manufacturer shall include the tax in his cost of production.

12. The quality of candy shall never be sacrificed for size, quantity, or manner of packing. No manufacturer shall by increasing the size and lowering the quality of his products attempt to delude the consumer and make him believe that he gets more than his "money's worth."

13. Manufacturer shall supply to his jobber, upon request, a reasonable number of free samples for use by his salesman.

14. 120 or its equivalent shall be the count for all penny goods. 24 pieces per box shall be the count for all 5-cent goods; and 12 pieces per box for all 10-cent goods. Package goods shall be packed in 1/2, 1, 2, 3 and 5 pound boxes. Bulk goods packed in boxes shall have a maximum net weight of 5 pounds. If a second count is required in penny goods, it shall be packed 60 count per box, but shall be the same size as pieces packed 120 count.

15. Manufacturers should discontinue such unfair trade practices as "picks," "draws," other gambling devices, and premiums for the retailer or consumer.

16. A joint board of manufacturers and wholesalers shall be designated in each region for the purpose of hearing and determining any disputes or differences that might arise in the relations between wholesalers and manufacturers. An equal number of manufacturers and wholesalers shall compose the board. A member who is directly involved in any dispute shall be disqualified from acting on such board.

17. The manufacturers shall cooperate with the recognized or regional wholesalers' organization and encourage membership in the same.

### Jobbers Organizing Eastern Activities

Since the convention a number of jobber organization meetings have

been held in the Chicago and New York metropolitan areas. A New Jersey Division was organized on Monday night, July 3, with the cooperation of the New York group and Mr. Tenzer. According to a special report to "Joe Jobber" of THE MANUFACTURING CONFECTIONER, the state of New Jersey was well represented at the meeting held in the Hotel Douglas in the city of Newark, where the foundation work for the organization was laid and definite progress is being made by the group.

The New Jersey group plans to operate as a branch of the Wholesale Confectioners' Board of Trade and join as a member of the Federation which the Eastern wholesalers are planning to establish with offices in New York City. Another meeting of the New Jersey group is planned for the near future.

On July 5, at the Hotel Pennsylvania in New York, more than 200 jobbers attended the regular meeting of the Wholesale Confectioners' Board of Trade. Representatives were also present from New Jersey and Connecticut. Reports were submitted as to the Committee's work in Chicago and the organization of the New Jersey Division. A draft of the proposed code for the jobbing industry was submitted by Mr. Tenzer. Then an Industrial Board of three wholesalers from each state represented at the meeting was appointed to meet with the counsel to place the Code in final form for submission at the next general meeting of the Board of Trade.

Mr. Tenzer was invited to be guest speaker and also act as counsel for the Connecticut Division of wholesale confectioners, which is scheduled to meet at the Hotel Taft in New Haven on July 15.

The organization work in the East is making rapid strides and as soon as the above three groups are completed it is planned to take steps for the formation of the Federation.

### Midwestern Activities

Chicago jobbers began their organization activities during the N. C. A. convention week, with the appointment of a temporary organization committee which included

## JOE JOBBER SAYS

representatives of all types of confectionery wholesalers in the metropolitan area. The outcome of their preliminary efforts was a big meeting at Fraternity Halls on July 6, attended by 149 jobbers, sub-jobbers, and wagon-men from the city and surrounding territory.

Aaron Elstein, of Star Candy Co., served as chairman. He informed the assemblage of the activities of the New York and Chicago jobbers during the convention and had Fred Bruggemeyer read the 17 suggestions. Mr. Elstein said: "To comply with the new Industrial Recovery Law we must: (1) Get together an association so that we can act as a group. (2) Agree upon a code of ethics."

The meeting voted to continue with the temporary Organization Committee at present and instructed them to lay the foundation for a permanent organization and draw up a code to be submitted at the next meeting in the near future. The committee consists of the following:

Aaron Elstein, Star Candy Co., Chairman; Fred J. Bruggemeyer, Bruggemeyer Inc.; Mike Bydalek, Northwestern Candy Co.; Sam Mellman, Pioneer Candy Co.; Allan Gerberich, Gerberich Candy Co.; Wesley Smith, Blue Island, Ill.; Wm. Landgraf, Frank Neckar, L. C. Parman, C. A. Buehler, S. J. Rolek, and Geo. Dexheimer.

### Southern Activities

The Board of Directors of the Southern Wholesale Confectioners' Association adopted a resolution last month indicating their hearty endorsement of the President's program for re-employment, shortened hours, a decent wage, and prevention of unfair competition. They are drawing up a code and are actively interested in the formation of a Federation of associations.

The resolution adopted by their Board is given below:

#### RESOLUTION ADOPTED BY THE BOARD OF DIRECTORS OF THE SOUTHERN WHOLESALE CONFECTIONERS' ASSOCIATION, INC.:

WHEREAS, The Southern Wholesale Confectioners' Association is in absolute sympathy with the plan for industry included in the National Re-

covery Act now pending in Congress, and

WHEREAS, This association feels that President Roosevelt's program, designed to obtain wide re-employment, shorten the working week, pay a decent wage for the shorter week, prevent unfair competition and disastrous over-production will help to place the southern confectionery jobbing industry back on a profitable basis,

BE IT HEREBY RESOLVED, That the Southern Wholesale Confectioners' Association will fully cooperate with the U. S. Government through such agencies as shall be constituted for the above stated objects, and

BE IT FURTHER RESOLVED, That the most direct and effective contribution that the Association and the industry can make to promote wide re-employment on a fair basis of compensation is to work with the Government to stamp out the unfair competition that has contributed so greatly to the depression, and that this can be most quickly and effectively accomplished by preparing and adopting in agreement with other factors in the food industry a code of fair competition, and

BE IT FURTHER RESOLVED, That our president appoint a committee to cooperate with other food distributing interests to prepare and submit to the Government a code of fair competition in the food distributing industry in order to promptly and effectively accomplish the objects of this proposed legislation.

A communication from C. M. McMillan, Secretary of the S. W. C. A., outlines the attitude of the Southern group toward a jobbers' code and the formation of an organization of existing jobber associations.

"We are proceeding to draw up a Code for our industry in the South," said Mr. McMillan. "Of course, we expect that it will have to be correlated with codes for other types of jobbers who sell candy but whose major interest is not candy. But we feel that we can not act too quickly in getting our code before the Government."

In connection with a national organization, Secretary McMillan stated, "we are today addressing a letter to other candy jobbing organizations throughout the country, proposing that a Federation of Jobbers' Associations of the U. S. be established. Not a national jobbers' association, for we are convinced that the problems of candy wholesaling differ widely from one section to another and can best be handled by territorial organizations. And we believe, too, that a Federa-

tion of Associations can accomplish just as much for the industry as a whole, since it would serve to correlate the activities of the various sectional associations.

"Our proposal, therefore, is the ultimate establishment of a Federation office in Washington or some other strategic point, this office to be maintained at the expense of the sectional associations rather than by jobber memberships. In other words, each association would set aside, say one-tenth to one-twentieth of its dues, for the operation of the Federation office. The heads of these associations would make up the Board of Governors for the Federation and would elect the executive officer thereto.

"Needless to explain the tremendous use of a Federation office, for in addition to correlating activities of the various sectional associations on such programs as the adoption of Fair Trade Practice Codes, it could send to the various sectional secretaries a constant stream of helpful data to be transmitted to their respective members, and serve as a clearing house for ideas developed in the various sections of the country.

"In this plan the sectional association would be the vital unit, the Federation office simply serving to correlate the activities of these sectional associations.

"It is our belief that the few associations already organized and functioning can serve as a nucleus for the Federation membership. And it is our proposal that the formation of such a central bureau take place at the earliest possible moment.

"We have been thinking also of ways and means of getting associations organized in sections where there are at present no organizations. Possibly an organizer, selected by the Federation nucleus, could be designed and sent into every such section. This could be financed with the assistance of the manufacturers and could possibly be completed in two to three months of vigorous work by such an organizer.

"We have thought more along these lines, but before going into it further we are anxious to find out what you think of the plan . . ."



# THE LEXIN MAN HAS 3 IMPORTANT BOOKLETS FOR YOU!

There's a lot of important information in the new LEXIN Booklets that will prove very interesting to confectioners. A vital part of the story of chocolates and confections is discussed in detail. An illustrated temperature chart for the workroom is included in the "chocolate" booklet. In addition to all this, you'll learn precisely how LEXIN promotes uniform mixing of ingredients in confections, and assures stabilized viscosity in chocolate—with all the resultant benefits. We're sure you'll want to have this literature in your files.



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## "Confectionery Standards," New Book by Stroud Jordan

This second volume in the series on Confectionery Studies which was started with "Confectionery Problems" three years ago, was introduced to the industry for the first time at the recent N. C. A. Convention and Exposition.

"Confectionery Standards" contains in addition to a Foreword by Mr. William F. Heide, twenty-eight chapters in which all types of confectionery raw materials and confections are discussed, consideration being given to the existing standards, regulations and definitions as laid down by the Pure Food Administration. Many of these are quoted either in part or in full. Where the author finds no specific definition has been proposed he offers an occasional definition of his own for those who wish to adhere to certain manufacturing standards.

In the Appendix, Dr. Jordan cites references pertaining to any and all modifications and revisions of the Pure Food Law which have been included since its original adoption.

The book consists of 370 pages, is well bound with hard, maroon colored cover stamped in gold. The list price is \$5.00 per copy. It is published by the Applied Sugar Laboratories, Inc., of New York City.

## Marshall Candy Company

The Marshall Candy Company, 1237 North California avenue, Chicago, Ill., has been sold to a group who have taken out new incorporation papers in Illinois for a \$20,000 capitalization. The president is Leon Sager; general manager, Robert E. Rowe, and Mrs. M. G. Schmitt, well known in the candy industry, is in charge of sales. They are manufacturing a quality line of goods including caramels, toffee, nougat, peanut brittle and other fancy slab specialties. They are distributing through jobbers and chain stores.

## Exhibit of Danish Confectioners

Danish bakers and confectioners are holding an exhibition in Tivoli, September 22nd to October 1st. This is in celebration of the two hundred and fifteenth anniversary of the industry. The exhibition will contain rye-bread factories, loaf-bread factories, confectioners and ice-confectioners. The committee is urging manufacturers all over the world to send exhibits of foreign pastry and confectionery.

## Mr. Frazier Retires from Franklin Sugar Refining Co.

Announcement is made of the resignation of W. W. Frazier, Jr., vice-president of the Franklin Sugar Refining Co., effective June 15.

Mr. Frazier will be succeeded as manager of the Franklin Sugar Refining Co. by Walter E. Beard, who has been connected with various food product lines for fifteen years and for the past five years in charge of the sales promotion activities of the American and Franklin sugar refining companies. William F. Jetter is promoted to the position of sales manager and E. Vaughn Gordy is appointed assistant sales manager. Mr. Jetter entered the employ of the Franklin company in 1893 and Mr. Gordy has been identified with the sales department of the American and Franklin companies for almost ten years.

## Gordon C. Corbaley to Advise On Food Distribution

Gordon C. Corbaley of New York City, president of the American Institute of Food Distribution, has been asked to serve in an unofficial advisory capacity for the Agricultural Adjustment Administration on food distribution problems, it was stated today by Charles J. Brand, coadministrator.

Mr. Corbaley will advise the administration in developing possibilities of readjustments and agreements in the food trade field under the Agricultural Adjustment Act.



# The Use of Flavoring in Confectionery

Convention Forum Address

By JOHN H. MONTGOMERY

Fritzsche Brothers, Inc.  
Distributors for California  
Fruit Growers' Exchange

**M**Y subject—"The Use of Flavoring in Confectionery"—might easily be expanded to fill a sizeable volume. To present it within the compass of a fifteen minute talk will permit nothing more than the briefest outline emphasizing particularly the importance and significance of flavor and offering some ideas as to how it may be most effectively employed in promoting the sale of candy.

Many candy makers may not agree as to the supreme importance of flavor in candy, although to me this seems scarcely debatable. On the other hand, during my years spent in developing and selling flavors in the candy field, I have been faced with the inescapable conclusion that flavor is frequently regarded simply as a necessary evil and perhaps not always so necessary at that.

It is noteworthy, for example, that in the numerous candy formulas which appear in the few text books on candy making, in the candy trade journals and in sales promotional literature given out by manufacturers of raw materials, flavor if mentioned at all is slurred over in such a manner as to leave the reader with the impression that its use is optional or, at any rate, quite unimportant. When flavor is mentioned, it is dismissed with a word or two, such as—"flavor to suit," "flavor with vanilla," etc. I have seldom seen in such formulas any real advice as to the type of flavor which would be best suited to the particular conditions involved or as to the best method of adding the flavor to obtain optimum results.

What is the result of this unconsciously cultivated indifference? In many organizations the purchase of flavor is left to the purchasing

» *"FLAVOR should not be regarded as a factor in raw material or production cost," said Mr. Montgomery in addressing the Convention Production Forum. "It is properly chargeable to marketing or advertising expense. The flavor of your candy may enhance or destroy the beneficial results of thousands of dollars expended in advertising and other forms of merchandising expense."*

agent, often quite unqualified by tradition or experience to intelligently handle a product whose selection is so vital to the success of any given piece of candy. The desires of chemists and candy superintendents are frequently overridden in a vain endeavor to save a few cents per pound on the flavor, quite overlooking that this may completely destroy the beneficial results of thousands of dollars expended in advertising and other forms of merchandising expense. The same buying methods are applied to flavor as to staple articles like sugar, corn starch, acid, etc., which may be had in standard qualities on a reasonably competitive basis.

## Importance of Good Flavor

In stressing the importance of flavor, I do not wish to be construed as in any way belittling the necessity of care in selection and proper use of these more staple raw materials or the great sales value inherent in a properly made candy, attractively colored and shaped and tastefully and artistically presented as to package, advertising, etc. Every one of these factors represents a stone in the arch of success, but, of them all, good flavor, properly selected and used, is the true keystone. The others cannot stand without it.

Undoubtedly in launching on the market a new candy, the first appeal is in the presentation; that is to say, the promise held forth of its deliciousness, its wholesomeness and its excellence and variety of flavor. This appeal is





supplemented by an artistic package, and great effort is expended in perfecting its eating qualities. What an anti-climax, then, if the flavor which the customer is all primed to enjoy is harsh and disagreeable or quite incomparable with the nature of the confection. It is like biting into a fat chestnut only to find a worm. Your appetite for chestnuts, especially that particular brand, is completely spoiled.

In the candy, sales appeal has been created at great expense only to be destroyed, not only with respect to that particular piece but often to the permanent damage of the manufacturer's reputation. Human memory is far more retentive of bad impressions than of good ones, and this is particularly so with respect to the sense of taste. A bad taste in the mouth is not soon forgotten.

This brings to mind a thought which was presented to me recently by a prominent and very active member of this Association. (For years I have consistently preached the doctrine of the use of good flavor in candy, feeling that by properly flavoring his own candy a manufacturer might more effectively oppose the efforts of his competitors.)

This gentleman, whose opinion I know you all very highly esteem, advanced a unique and, I might say, much broader conception of this subject which he embodied in the statement that he felt the use of poor flavors by his competitors was almost as harmful to him as it was to themselves, because it tended to spoil the user's taste for *all* candy and not simply the particular one at fault. It requires imagination and foresight to envision such a doctrine but it represents very clearly, I believe, the ideals of this Association; namely, to work for the advancement of the entire industry in order that all may profit.

#### Flavor Must Be Suited to the Piece

In the selection of a flavor for a given piece of candy there are several factors which must be considered and in proper sequence.

The first involves an *examination of the current public taste*, which is ever changing. Perhaps the popularity of some certain flavor has

been established in a soft drink, for example, and there is already developed a potential market for a candy similarly flavored. A fine example of this is presented in the tremendous demand for a grape flavored chewing gum which sprang up some years ago and which was based on the highly popularized grape juice and grape flavored beverages at that time. This in spite of the fact that the particular type of flavor in question is not especially well suited for a product like chewing gum.

Many other examples of this kind might be cited. Some have been used effectively and some neglected.

Having decided on a flavor, the next question is—*"Would it be compatible with the type of candy piece in mind?"* This consideration will at once bar many flavors which might otherwise be acceptable. Certain flavors, very palatable in some surroundings, may prove disagreeable and even repulsive in others. As an example, spearmint in chewing gum is very popular, whereas in a cream center it would prove almost nauseating to many individuals. Lime flavor would be similarly objectionable in a cream center, yet it is a popular seller in hard goods. This quality might be referred to as *aesthetic compatibility* and it is a very important one, although frequently neglected.

In this connection, a governing factor is the possibility of the inclusion or otherwise of acid which is required to supply tartness and to provide a background for many types of flavors, notably the fruit flavors—particularly those derived from non-citrus fruits. This is why these do not show up so well in creams or in gum drops as they do in hard candies.

The third consideration, and by no means the least important, is the *physical adaptability of the flavor* to the conditions of manufacture. For example, in a hand rolled cream center, quite delicate and fugitive flavors may be successfully employed because the temperature encountered is low, even in the case of machine made hand rolls.

In casting from a Mogul, on the other hand, the temperature and time of exposure are much increased, consequently stronger and more robust flavors are required to survive this operation.

Proceeding to high cooked candies, such as hard candy, fudges, toffies, etc., it is necessary to introduce the flavor at relatively high temperatures which may exercise a deteriorating effect on some flavor constituents, and a severe evaporating effect on others. The result in

## USE OF FLAVORING IN CONFECTIONERY

either case may be a flavor distorted out of all resemblance to its original intention unless it is originally designed to compensate these effects.

Clear hard candies present one of the worst cases, perhaps because the flavor, relatively insoluble in the candy medium, must be introduced with a minimum amount of working. Small batches, because they are more easily handled and cool off quicker, are more conducive to best results, and the flavors should always be added on the slab—not in the kettle. This fact is, of course, very well known yet in a surprisingly large number of cases we find it completely disregarded.

In fudge which must be stirred, or in taffy which is pulled, the problem of uniform introduction is not so difficult, because this working offers an ideal means of distributing the flavor at temperatures which are not too high for properly constructed flavors.

As an example of how a good flavor may be condemned through improper usage, I might cite an experience of recent occurrence. A rum-and-butter flavor was developed and used with marked success by a manufacturer of toffee. The same flavor was offered to another manufacturer who was unable to obtain any satisfactory results with it, and examination of his candies confirmed fully the justice of his contention. Further investigation revealed, however, that whereas the first user prepared his toffee in only moderately sized batches and properly added the flavor on the slab, the second manufacturer produced his toffee in unusually large batches and attempted to stir the flavor into the candy while still in the kettle. Naturally the very volatile and yet highly essential ingredients which provide the rum effect in such a mixture were promptly boiled out and the flavor was almost entirely lost in the process.

In flavoring starch gum and jellies, a very difficult set of conditions is presented. The ordinary gum drop illustrates this very well. Only the more robust flavors which can endure unusual conditions and which require no assistance, as of acid, for their full development, can be used in such a candy. The flavor has to be added to the mass while it is still very hot and is further exposed to the casting temperature for a considerable period. To add insult to injury, the candies after casting in starch are exposed to a prolonged drying in a current of warm air, thus very effectively completing the tendency to lose by evaporation any but the most resistant and strongest of bases.

In pan work, the same effect is observed in

the flavor used in coating. While the temperatures are moderate the exposure is prolonged and under conditions which tend toward the evaporation of the more volatile portions of the flavor.

### Proper Background Important

I have touched on the question of the necessity for the proper background for a good flavor and this question might be enlarged upon to advantage. For example, fruit flavors, to show up to proper advantage, require the presence of citric, tartaric, or some other acid to simulate the tartness of the fruit so that the flavors will be presented in substantially the same surroundings as those in which they naturally occur. For that reason such flavors are shown up to best advantage in hard candies, whereas in cream work or gum work where the inclusion of acid is objectionable, fruit flavors are not well adapted, except a few which are quite distinctive. Cherry and wild cherry represent such exceptions because they owe a substantial part of their flavor to the pit or almond-like effect, which is really a nut flavor and not a fruit flavor at all. Raspberry also forms an occasional exception and orange finds wide employment in gums and jellies, the lack of acid being compensated by a decided overflavoring. The best suited flavors for candies lacking acids, however, are those in the spice, mint or nut class, together with some miscellaneous flavors such as maple, malt, fig, honey, etc. These require no acid or other assistance aside from the sweet medium supplied by the candy base itself.

Gums, for example, are best flavored with clove, cinnamon, anise, peppermint, wintergreen, sassafras, special mixtures such as cachou, root beer, etc. Cream centers display to advantage such flavors as peppermint and wintergreen, maple, malt, fig, honey, ginger, rum, walnut, hazelnut and a few fruits such as raspberry, pineapple and orange. Coatings which are generally lacking in acid are subject to the same restrictions.

### True and Artificial Flavors

One of the subjects which perhaps causes the most confusion in the minds of candy makers is the distinction between true and artificial, or to speak more officially, imitation flavors. To many the latter term carries an implication of inferiority and perhaps unwholesomeness. It is true that many artificial flavors are inferior and perhaps a few are unwholesome, but this is merely a coincidence and the one fact does not derive from the other. A flavor may be ab-

solutely true and unfortified yet be absolutely inferior as a flavoring agent. Another may be entirely artificial in its composition yet represent the acme of perfection for the purpose in mind.

An exact parallel may be drawn with the preparation of perfume compositions. If the perfumer were solely dependent on true rose extracts or oils for preparing his rose perfumes, his would be a sorry performance. Lilac, one of the most popular, most widely used and in its better grades most natural smelling of all perfumes, owes absolutely none of its odor to derivatives of the lilac flower.

Why then should the candy maker, seeking to impart the flavor of raspberry to his hard candy drops, feel limited to the use of a strictly pure raspberry extract which is quite unsuited for the purpose? It is little consolation to the consumer of the candy to know that it contains a pure raspberry flavor if it doesn't taste like raspberry. *The function of flavor in candy is to make it delectable and appealing.* If an artificial composition is needed to accomplish a given result then that is the proper thing to use. Fortunately, most candies are not labeled as to their flavors, and candy manufacturers are accordingly much less subject to the annoyance of official restrictions governing the labeling of imitation flavors.

Contrary to popular belief, artificial flavors may be just as wholesome as natural ones, and there is absolutely no valid reason why they should not be used freely in the highest types of candy, as well as in the lower grades. Not infrequently I have heard manufacturers disclaim quite sincerely the use of artificial flavors, only to find them using vanillin and methyl salicylate, to which they have been accustomed through long employment and have come to regard them as they rightly are, quite suitable and logical materials for flavoring purposes.

Artificial flavors have at times merited a bad reputation but not because they were artificial—simply because they were poorly and unskillfully made. Strong, harsh ethers and powerful aromatic chemicals are dangerous weapons in the hands of the unskilled and some terrible concoctions masquerade under the names of fruits and other natural flavor sources. Often this results from crude attempts to reproduce good flavors at much lower cost.

Ruskin has well said: "There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's

lawful prey." Unfortunately for all of us, both candy manufacturer and flavor maker, our field is not free from such individuals. A man who copies your candy and floods the market with cheap replicas does you no more harm than the one who offers you cheap copies of good flavors and lures you by low prices to debase your merchandise and to descend thereby into the arena of price cutting competition. The manufacturer who realizes the vital influence of flavor on the success of his products and who calculates correctly that flavor is his least expensive, yet his most effective, selling asset does not undermine his success by cutting away the foundation. He knows that the American public demands good things and that it is tired of being fooled. Everyone enjoys a bargain but no one likes to find that his bargain is only a bargain as to price.

I have had Customer Smith say to me: "I cannot continue with this good line of flavors because I must cut my price to compete with Jones."

Unfortunately, I could not tell him that Jones was using the same flavors as he and at the same price and that by cutting his flavor quality he was simply playing into Jones' hand, but that is just what has happened on numerous occasions. That is why Jones is so much better a customer than Smith at the present time and why, further, there is hesitation in extending to Smith the credit for his modest and shrinking flavor wants.

I hope sincerely that I may have implanted in the minds of some of you the thought that flavor merits the close attention of the best brains and the best judgment in your organization; that flavor, carefully selected and correctly used, can become your effective yet most economical means for creating resales appeal in your candies.

Let me close with the warning that flavor carelessly chosen or incorrectly used will build up sales resistance at a tenfold rate. I am very sincere when I say "better no flavor at all than a poor one."

To my mind the cost of flavor should not be regarded as a factor in raw material or production cost. It is properly chargeable to marketing or advertising expense. This viewpoint may alter your ideas as to how much you can afford to spend on flavor for a given piece, and very materially reduce your selling cost in the long run by creating a lasting repeat sales appeal, which will linger in the consumer's mind long after your expensive sales campaign has been forgotten.





## ♦ ♦ ♦ Seen at the Show ♦ ♦ ♦

### *A Glimpse at this Year's Exposition Displays*

*I*T is encouraging to be able to report that the interest manifested in this year's Candy Convention and Exposition reminded us of some of the pre-depression conventions. The attendance was excellent—thanks, no doubt, in a large measure to the Chicago World's Fair—and the interest displayed by those visiting the various displays put on by the supply and equipment field was genuine enough to warm the heart of many a hard-boiled exhibitor. There is nothing more satisfying to an exhibitor than to be able to turn in actual orders at the end of a show, and we have it on good authority that most, if not all, of those manufacturers who exhibited equipment succeeded in making sales. At least, all went away with plenty of good leads for future business.

Some 14 or 15 of last year's exhibitors failed to reserve space for this year's Exposition. However, their places were taken by an almost equal number of new exhibitors, so that as far as the total number of exhibitors is concerned,

there was little difference between this year's and last year's shows.

Despite some criticism of the management of the Exposition, it was not only our observation but the observation of a number of other exhibitors that this 1933 Exposition was very competently handled. As far as we could see, the few criticisms aforementioned were directed at the management by those who had not abided by the regulations which all exhibitors were expected to observe. It can be truthfully said that a very sincere effort was made by those in charge to eliminate the petty annoyances to which convention exhibitors had been subjected in the past. Speaking for ourselves as an exhibitor, and one who has exhibited regularly at the candy conventions for some years, we feel that Mr. Everett and his associates are to be congratulated upon their excellent and businesslike handling of this year's Exposition.

For those who did not attend, a hasty trip around the Exposition floor may be of interest. Let's

cover the exhibitors alphabetically and start with:

**AMERICAN LECITHIN CORPORATION**, New York City—This company demonstrated its product, Lexin and Lexin-Made confections and chocolate coatings. Also demonstrated an apparatus developed by Mr. Robert Whympers for determining solidification curves of chocolate coatings, thus affording opportunity for closer regulation and control of the finished goods.

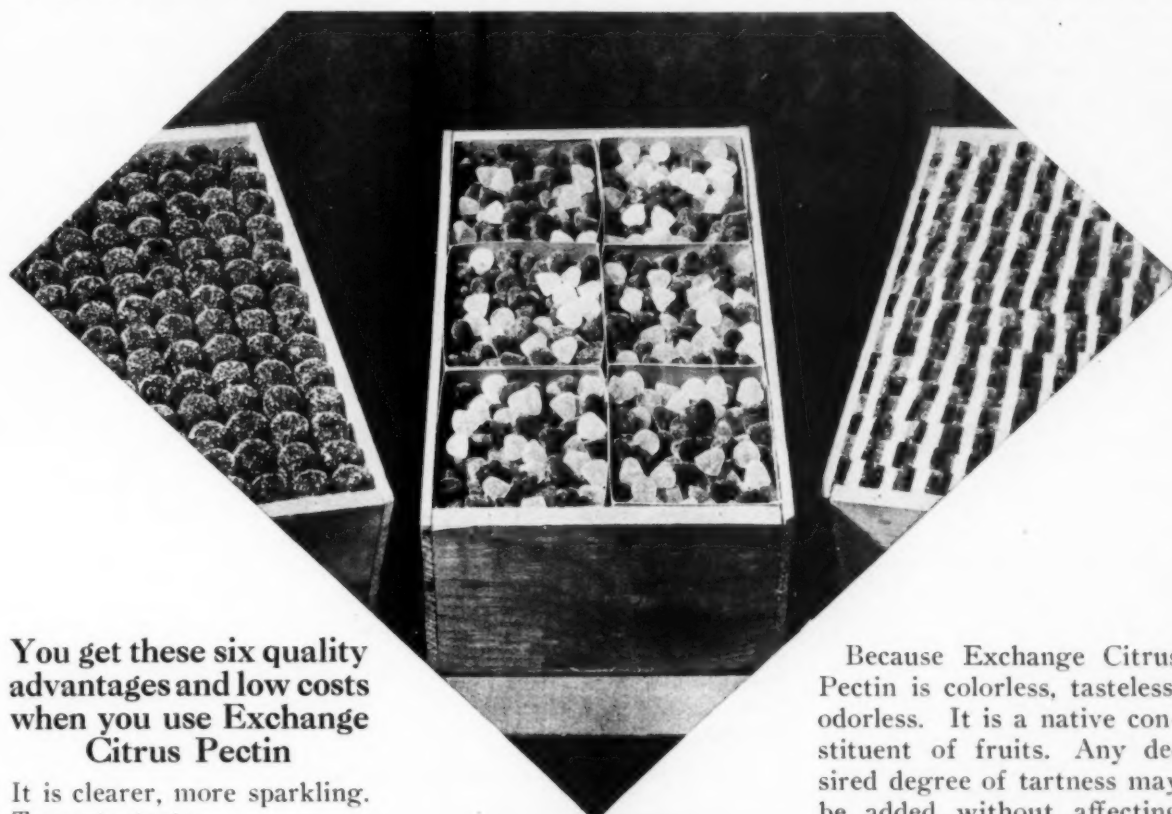
**AMERICAN MAIZE PRODUCTS COMPANY**, New York City—This company had in addition to a display of its numerous products, a novel mechanical exhibit which demonstrated the water-clear character of their corn syrup.

**AMERICAN MOLASSES COMPANY OF NEW YORK**, New York City—This booth afforded the visitor a demonstration of old-fashioned molasses, candies, formulas, and special confectioners' molasses.



# Packed quickly after pouring

No drying room needed in making this quickly-handled new kind of jelly pieces and gum type goods



**You get these six quality advantages and low costs when you use Exchange Citrus Pectin**

It is clearer, more sparkling.  
Truer to taste.  
More natural.  
More refreshing.  
More tender.  
It has longer shelf life.

Jelly pieces and gum type goods made with Exchange Citrus Pectin for Confectioners require no long drying period. They may be packed within a few hours after pouring. Slab jellies are cut and out of the way quickly for capacity production.

You make these new-type candies with your present equipment and present personnel. And you get a product which has definite sales advantages over competition.



**CITRUS PECTIN for CONFECTIONERS**

Guaranteed 100 Grade

CALIFORNIA FRUIT GROWERS EXCHANGE,  
Products Department, Sec. 207,  
Ontario, California.

Send immediately \$ lbs. of Exchange Citrus Pectin for Confectioners (100 Grade), to be invoiced at your regular wholesale price schedule. Also complete instruction manual.

Company .....

Street .....

City..... State.....

Mark for Attention of.....

Because Exchange Citrus Pectin is colorless, tasteless, odorless. It is a native constituent of fruits. Any desired degree of tartness may be added without affecting performance of the factory batch. It makes a short jelly that retains its original desirable characteristics longer.

And costs are low if you standardize on Exchange Brand Citrus Pectin for Confectioners — with 100 jelly units to the pound guaranteed.

Send coupon at once for your first order. Test the ease of manufacture and sales possibilities of Exchange-type confections. Full instructions accompany shipment.

## SEEN AT THE SHOW

**APPLIED SUGAR LABORATORIES, INC.,** New York City—Presented Dr. Stroud Jordan's new book entitled "Confectionery Standards."

**ATLANTIC GELATINE COMPANY,** Woburn, Mass.—This company featured in addition to a display of its edible gelatines a chart display showing the uses of gelatine as a food and as an ingredient for medicines and pharmaceuticals.

**BAKER PERKINS COMPANY, INC.,** Saginaw, Mich.—This company displayed for the first time a depositing machine which operates on a new principle—a mechanized variation of the extrusion process. It is claimed that this piece of equipment is capable of depositing light marshmallows (will not kill texture), handroll type centers, plain or irregular shapes, drop shapes, etc. Can be used in the manufacture of chocolate buds, stars, 5c bars and other pieces. It has an embossing attachment. Centers can be deposited directly into moulds—embossed design incorporated in the centers.

Also on exhibition was the company's latest model plastic and hard candy tablet machine capable of producing 12 or 1,400 pieces a minute. In addition there was a machine for automatically feeding hard candies, caramels, toffies and other similar masses in rope form to cutting and wrapping machine. This is accomplished by means of a cone shaped hopper around the sides of which revolve conical rollers. The mass remains stationary while the rollers revolve about it forcing out a uniform string of the thickness desired.

**BLANKE-BAER COMPANY,** St. Louis, Mo.—Exhibited fruit cubes, dipping fruits and hard candy flavors.

**BURKE PRODUCTS COMPANY,** Chicago, Ill.—Demonstrated dairy products and other confectioners' raw materials, including Krete Tex and Pectolene.

**BURRELL BELTING COMPANY,** Chicago, Ill.—A display of

glazed and canvas belting for feed tables, enrobers and packing tables. Also a miniature chocolate coating unit demonstrating the company's belts in operation.

**CALIFORNIA FRUIT GROWERS' EXCHANGE,** Ontario, Calif.—This company had a display of its products including Exchange oil of orange and oil of lemon, citrus pectin and citric acid, also samples of confections made from these products.

**CLINTON CORN SYRUP REFINING COMPANY,** Clinton, Iowa.—This company displayed a scale model of its Clinton plant made by the company's plant superintendent. Also on display were samples of the company's various corn products.

**CORN PRODUCTS REFINING COMPANY,** New York City—An exhibition of this company's products featured the exhibit. Included in this were: Cerelese (corn sugar), corn syrup and corn starch.

**DUPONT CELLOPHANE COMPANY, INC.,** New York City—This company had an attractive exhibit of Cellophane-wrapped candies from around the world. New ideas in packaging were also featured.

## GENERAL FOOD SALES

**COMPANY, INC.,** New York City—This company in a joint exhibit with its subsidiary, the Baker-Bennett, Day Company, had a display of cocoanut products, Smyrna figs, cashews, and other nutmeats.

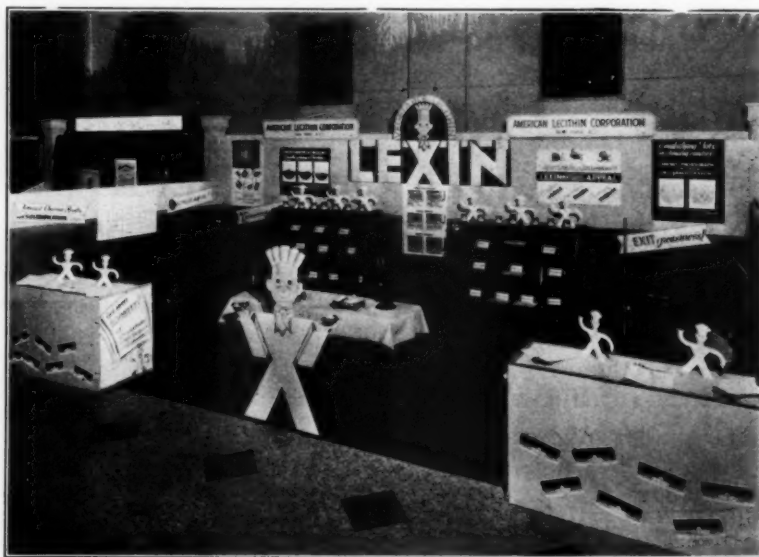
**GUARDITE CORPORATION,** Chicago, Ill.—Showed for the first time operating model of the Guardite Vacuum Process Unit used for the elimination of insect infestation in candies, nutmeats and in various raw materials.

**HERSEY MANUFACTURING COMPANY,** South Boston, Mass.—Had on display a model of the Hersey starch conditioner which demonstrated the use of the Hersey lag control.

**A. KLEIN & CO., INC.,** New York City—Showed a variety of confectionery boxes among which were many new and novel designs. Included were stamped gelatine covered boxes and numerous fancy heart shaped containers.

**J. M. LEHMANN COMPANY,** New York City—Literature and specifications for chocolate, cocoa and confectionery machinery.

**THOS. MILLS & BROS., INC.,** Philadelphia, Pa.—Thermostatically controlled electric chocolate heater, lead molds and other small tools and equipment for the confectioner.



Many original booths were in evidence at this Exposition

*The Manufacturing Confectioner*

## THE MANUFACTURING CONFECTIONER

**MILPRINT PRODUCTS COMPANY**, Milwaukee, Wis.—This company had an unusual display representing a retail confectionery store. On exhibition, were a wide variety of box and bar wrappers including printed Cellophane and glassine wraps as well as their popular Revelation wrappers.

**NATIONAL BUNDLE TYER COMPANY**, Blissfield, Mich.—Exhibited several bundle-tying machines.

**NATIONAL EQUIPMENT COMPANY**, Springfield, Mass.—This company demonstrated their improved Bausman Decorator No. 3.

**NATIONAL SUGAR REFINING COMPANY OF NEW JERSEY**, New York City.—Featured various confectioners' sugars among which were seven grades of Transformed Sugar. Also showed a sectional view of a model refinery.

**NULOMOLINE COMPANY**, New York City—Had an unusual and attractive display demonstrating the uses of Nulomoline and Con-vertit. Included was an interesting exhibit of typical candies from 30 different foreign countries.

**HENRY H. OTTENS MANUFACTURING COMPANY**, Philadelphia, Pa.—This company demonstrated its various products, including certified food colors, flavor concentrates and icing powders.

**PACKAGE MACHINERY COMPANY**, Springfield, Mass.—A machine for wrapping penny and nickel bar goods was a feature of this company's exhibit. Their model CA-2 machine which is capable of wrapping 150 packages per minute and has incorporated in it many mechanical improvements, gave a working demonstration of its capabilities.

**PENICK & FORD SALES COMPANY**, Cedar Rapids, Iowa—Featured in this exhibit were the various corn products produced by this concern, including corn syrup, confectioners' starches and corn sugar.

**PETERS MACHINERY COMPANY**, Chicago, Ill.—This company featured a practical demonstration of a bag forming and filling machine which takes sheet Cellophane direct from the roll and forms it into bags, fills it and closes it with suitable seal.

**PILLIOD CABINET COMPANY**, Swanton, Ohio—This exhibit consisted of inlaid and metallic printed boxes and cedar chests for candy packaging.

**PIONEER PAPER STOCK COMPANY**, Chicago, Ill.—This company had on display a variety of printed papers for use in packaging.

**RACINE CONFECTIONERS' MACHINERY COMPANY**, Racine, Wis.—Supplied literature and equipment data and also demonstrated the Imperial Wood Stick Company's sucker sticks.

**ROSS & ROWE, INC.**, New York City—"Placto" Plastic Milk, Yelkin, Yelkin Butter Flavor, and Yelkin Flavors were attractively presented and demonstrated by this company.

**SAVAGE BROS. COMPANY**, Chicago, Ill.—This company demonstrated the Hontz automatic peanut cluster attachment for making clusters of various sizes. This machine has a capacity of from 3,000 to 8,000 lbs. production per 8-hour day. Savage also displayed their latest model Hildreth pulling machine, an automatic feeding attachment for enrobers—used on peanuts, and a heavy duty steam jacketed copper kettle.

**F. J. SCHLEICHER PAPER BOX COMPANY**, St. Louis, Mo.—This company demonstrated a variety of fancy candy boxes.

**SHELLMAR PRODUCTS COMPANY**, Chicago, Ill.—This company featured in an attractive display numerous examples of printed Cellophane and glassine package materials; also specimens of the new Colodense process for printing and tinting transparent cellulose.

**STALEY SALES CORP.**, Decatur, Ill.—Had on display samples

of molding and thin boiling starches, Crystal Corn Syrup and other confectioners' raw materials.

**SUTTON, STEELE & STEELE, INC.**, Dallas, Texas—Provided descriptive literature and specifications on their various models of specific gravity separators used in the cleaning, separating or grading of various commodities.

**UNION CONFECTIONERY MACHINERY COMPANY**, New York City—Showed literature and data on confectionery machinery.

**UNITED CHEMICAL & ORGANIC PRODUCTS CO.**, Chicago, Ill. A modern display featuring U-cop-co Gelatine and its use in white cast, cut and fancy marshmallow specialties. In commenting on the display, Mr. J. W. Burns, President of the United Chemical and Organic Products Company, said:

"It is only natural that confectioners are paying more attention to the subject of gelatine than ever before. Gelatine can make or break the quality of finished marshmallow goods. We have been making pure food gelatine for more than a quarter of a century, and take special pride in the type of gelatine we have developed for white cast and cut marshmallow use."

**WARFIELD CHOCOLATE COMPANY**, Chicago, Ill.—In addition to its chocolate coatings and liquors this company had a demonstration of hand-dipping.

**T. C. WEYGANDT COMPANY**, New York City—Displayed a wide variety of chocolate moulds.

**WHITE STAR EQUIPMENT COMPANY**, New York City—Exhibited chocolate wrapping and twist wrapping machine; also Rose Bros. plastic cut and twist wrapping machine.

**WHITE STOKES COMPANY, INC.**, Chicago, Ill.—This company had an attractive display. Among the numerous items exhibited were cocoanut paste, Excello Nougat Cream, Fondax, Inverpectose, Inver-Sol, Mil Kee Solids, Superkreme, Super Pekteen, and Whis-tojel.



**NCA Code Principles***(Continued from page 25)*

Zone 6—Tennessee, Alabama, Mississippi, New Orleans, Baton Rouge.

Zone 8—Illinois and Wisconsin.

Zone 8—Minnesota, North and South Dakota, Nebraska and Iowa.

Zone 9—St. Louis, Evansville, Indiana, Springfield and Joplin, Missouri, Little Rock, Arkansas.

Zone 10—Kansas City, St. Joe, Ft. Smith, bal. Kansas and northern Oklahoma.

Zone 11—Texas, New Mexico, Louisiana (except New Orleans and Baton Rouge), southeastern Arkansas and southern Oklahoma.

Zone 12—Oregon, Washington and Montana.

Zone 13—Colorado, Utah, Idaho and Wyoming.

Zone 14—California, Arizona and Nevada.

(F) The provisions of Article III, Sections 6, 7, and 9; of Article IV, Sections 11, 14, and 15; of Article V, Sections 3, 4 and 5; of Article VII, Sections 1, 2, 3, 6 and 7, and of Article VIII shall not apply to the Industrial Recovery Division.

**Memberships in the Industrial Recovery Division**

Manufacturers who are not members of the Association are being urged to join at this time. Memberships in the Industrial Recovery Division are now being offered with the full rights, privileges and benefits of active membership, on the basis of dues mentioned above. In regard to this Mr. Williamson said:

"The Act prescribes that an association presenting a code shall be truly representative of the industry, and that no undue restrictions shall be placed upon membership therein.

"Complying with this requirement, the Executive Committee of the N. C. A. adopted the following resolution:

"Resolved, That applicants for

membership engaged in the manufacture of confectionery, chocolate, or licorice confections, or chewing gum, shall be entitled to membership in the Industrial Recovery Division upon payment of dues as prescribed in Article III, Section 8, of the By-Laws of the Association."

"While the National Confectioners' Association represents the majority in interest in the candy industry, it is desirable that all manufacturers of candy and allied products shall be given the opportunity to join. In fact, our ability to march shoulder to shoulder in the candy regiment depends upon every such manufacturer joining with us, regardless of how large or small he may be."

A strong plea for cooperation was expressed by President Williamson in the closing statement of his letter to the members:

"President Roosevelt has announced that this is a national emergency. The confectionery industry must, to its smallest member, recognize this fact and make every effort to cooperate. An enormous amount of work must be done, and it can be done only if each individual steps up promptly and begins to cooperate wholeheartedly. This cooperation begins in the zone. Therefore, please work with your zone organization and justify the belief and hope of President Roosevelt that each industry would rise to this emergency and justify its right to continue as a respected industrial body among the industries of the nation."

**Tonnage Gained 1.3% Last Year***(Continued from page 26)*

pounds total for 1932) decreased value (\$37,393,550), and decreased average price per pound (12 cents), are noted in the sales of chocolate-covered bars in 1932 compared with 1931. Per cent of total sales remained fairly constant—21.7%.

The decline of this class of bars shown in the 1930-1931 report was continued in 1932, sales on a volume basis falling 20%. Dollar value dropped 34%. Average price per

pound also decreased 3 cents—14.9 cents for 1932.

Increased sales on both a poundage and value basis, with a drop in average price per pound, feature the sales of this class of goods for 1932. Totals are 60,007,869 pounds, \$10,178,116, and 17 cents average price per pound. Twenty additional manufacturers entered the field in 1932.

More firms reported the sale of

penny goods in 1932—238 firms as against 226 in 1931. Sales in pounds fell off 10%, while value of sales decreased over 15%. Average price per pound remained more nearly constant than any other type of candies reported—12.6 cents for 1932.

Gains in tonnage occurred among Eastern manufacturers (35.2% to 35.3% of total production) and also among those in the Central section (37.4% to 39.6%). All other areas show losses on a poundage basis.

The New England and Eastern manufacturers accounted for about 66% of total sales of plain and package goods, and 70% of the fancy package merchandise. "Chocolate Bulk" and "Other Bulk" are sold principally by the Eastern and Central manufacturers, with the Central firms leading in sale of "Other Bulk."

The Eastern firms are again shown to have sold over 90% of all the moulded chocolate bars in 1932. Sales of "Chocolate Covered Bars" are made principally by concerns in the Central section, which again accounted for about 68% of the total sales of this type of goods. "Other Bars" were sold principally by Eastern and Northwestern manufacturers, with Eastern leading.

"Five-Cent and Ten-Cent Packages" and "Penny Goods" are also produced heaviest by the Eastern firms, according to the report. In the case of the first named, these firms accounted for over 42% of the total sales of this type of merchandise, and in the case of the latter, over 53%.

Seven firms dropped out of the million-dollar class in 1932 compared with 1931. There are 32 in this group in 1932, accounting for 57.4% of the total sales for the year. Firms doing a business of between \$100,000 and \$500,000 made gains in per cent of total sales during 1932.

Figures furnished by Dunn & Bradstreet show that 83 manufacturers and 471 dealers in confectionery failed in 1932, with total liabilities of \$7,247,901, an average of \$13,083 per firm. For the manufacturers alone, the liability averaged \$35,067.



# CLINTON CORN SYRUP CORN STARCHES CORN SUGAR REFINED

## CLINTON CORN SYRUP

### PART VI

#### pH of Corn Syrup

The pH of corn syrup is a guide to its action in the candy kettle. Unfortunately too much reliance cannot be given to the pH test on corn syrup made by different companies because of difference in the method of manufacture. Clinton Corn Syrup has a pH of 5.5 to 5.6 and can always be relied upon for satisfactory results.

Manufactured By

**CLINTON CORN SYRUP  
REFINING COMPANY**  
CLINTON, IOWA

## "YOU'VE GOT WHAT WE NEED"

Said many N. C. A. members when they saw the display of **BURMAK BELTS** at the Convention. They came, they saw, they bought—

Treated Cold Bed Belts  
New Type Caramel Cutter Boards  
"Long Life" Batch Roller Belts  
Glazed Belts for better bottoms.

**BURRELL BELTING COMPANY, Chicago**



### The Candy Clinic

(Continued from page 39)

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating fudge bar.

#### Code 7AA 33

Vanilla Fudge Bar—2 oz.—5c

(Purchased in a cigar store, New York City)

Appearance of Bar: Good. Printed Celophane wrapper.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating vanilla fudge bar.

#### Code 7BB 33

Light Coated Marshmallow Bar—  
2 oz.—3 for 10c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Bar: Good. Printed Celophane wrapper used.

Coating: Fair.

Center: Marshmallow.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a large marshmallow bar.

#### Code 7CC 33

Assorted Wrapped Nougat—2 1/4  
oz.—5c

(Purchased in a cigar store, New York City)

Appearance of Package: Good. Six pieces wrapped nougat in a printed box.

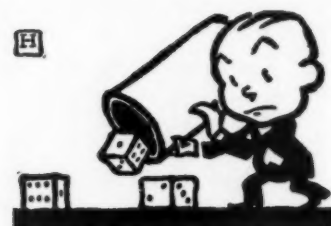
Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: This is a good package of nougat.

**DON'T GAMBLE  
WITH RESULTS  
KNOW!**



**USE CONVERTIT**  
*Purified invertase of standardized activity*

Its use at this time of the year is doubly important.

It enables you to make centers that handle easier—even extra soft centers—regardless of the effects of Summer weather. It definitely reduces losses from mashing, crusting, drying and fermentation.

CONVERTIT enables you to make creams for storage—confident that they will be right when taken out.

CONVERTIT provides positive control of cream “softening” and it acts after the centers are coated. Keeping your centers soft means keeping them fresh.

*Our Service Department will be glad to furnish formulas and suggestions on any type of creams.  
Write to them and profit by their experience.*

**THE NULOMOLINE COMPANY**

Exclusive distributors of CONVERTIT

109-111 Wall Street

New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.



**CANDY-EXPERTS**

Expert confectioners, experienced to produce the finer qualities in candies, use Anheuser-Busch Corn Syrup. Ideals of high standard in manufacture prompts their selection of only the best materials obtainable. That's why they are candy experts.

**ANHEUSER-BUSCH CORN SYRUP**

ANHEUSER-BUSCH

St. Louis, U. S. A.

# THE MANUFACTURING CONFECTIONER'S —CLEARING HOUSE—

## MACHINERY FOR SALE

**GUARANTEED REBUILT** equipment available for immediate shipment: Gaebel plastic outfit complete with four sets chains; Springfield 10,000 lbs. per day continuous cooker; Hildreth double arm pulling machine with d.c. motor; 6' and 7' York batch rollers for gas; Racine Model "M" Die pop machine with golf ball sucker dies, direct motor drive and tumbling attachment; 4' and 5' Ball cream beaters with re-plated bed, belt drive and motor drive; 150 lb. to 800 lb. chocolate melters, belt and motor drive; 16" enrober with cooling tunnel; automatic feeder, bottomer and stringer; complete Springfield wood mogul; 35 gal. and 50 gal. Savage double action tilting caramel mixer; Model "S" or Model "K" No. 3 Savage fire mixers; 3/4", 7/8" and 1" Ideal caramel wrappers; Hobart mixer, three speed, 80 quart, motor drive; 150 and 200 lb. Savage marshmallow beaters with new oval extension tops; 38" copper revolving pans with steam coils; 60 gal. Model B-2 Savage double action mixers; Simplex gas and steam vacuum cookers. Also many other machines. Write or wire for lowest prices. **SAVAGE BROS. CO.**, 2638 Gladys Ave., Chicago, Ill.

**FOR SALE—ONE SIMPLEX** starch buck, power driven, cost \$800 new, will sell for \$200, f. o. b. Cincinnati, guaranteed excellent condition. The Wm. C. Johnson Candy Co., South St. at State Ave., Cincinnati, O.

**FOR SALE — 50-GAL. COPPER** Steam Jacket Kettle; 4 40-gal. Tilting; 1 Ermold Label machine; 1 tubular copper heat Exchanger or Cooler, 12 ft. x 10 in. diam.; 1 Kiefer Rotary Visco Filling machine, piston type, 3 to 32 oz. capacity. C. E. Kafka, 1000 Crosby St., Chicago, Ill.

**FOR SALE—COMPLETE OUTFIT** of peanut butter and wet mustard machinery. One 16-in. Springfield Enrober, 1 Racine Depositor. Apply Wm. McMurray & Co., St. Paul, Minn.

## MACHINERY FOR SALE.

**FOR SALE—12-INCH UNIVERSAL** Coater, Bottomer, 35-ft. Cooling Tunnel. All electric, like new, excellent work. Three 100-lb. Mills Chocolate Melting Kettles with motor. Vulcan Gas Stove. Barbara Fritchie Chocolate Shoppe, Frederick, Md.

**PLASTIC CHAINS FOR GAEBEL** machine used about six months, in first class condition, cheap. Address D-4443, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

**FOR SALE—TWO 24" ENROBERS** with bottomer and cooler and packers. Low price to move quickly. Address: T-6570, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

**FOR SALE—PIECE MEAL—AT SUR-**prisingly low prices and with liberal payment terms, in keeping with present conditions—all machinery and equipment formerly operated by E. Greenfield's Sons and Repetti's, former divisions of Candy Brands, Inc., at 95-107 Lorimer Street, Brooklyn, N. Y.

We are quoting special low prices for immediate sales, directly from the floors of the above plant, since the machinery must be immediately removed.

You can arrange to inspect this equipment since our representative is always on the premises.

This is the chance of a lifetime to secure excellent equipment at very cheap prices.

See pages 10 and 11 for partial list of equipment at this plant.

Write or wire collect for prices and details to Union Confectionery Machinery Co., Inc., 318 Lafayette St., New York City. Cable address "Confecmach."

**MACHINERY FOR SALE—BOILER, 1** h.p. Bartlett & Haywood, gas fired, 100 lbs. pressure. Address: T-6564, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

**FOR SALE — BALL CREAM** beater in good condition. Diameter 5 ft., belt driven, equipped with bevel gears, etc. Capacity 150 lbs. per batch. \$175.00 f. o. b. cars St. Joseph. Chase Candy Co., St. Joseph, Mo.

## MACHINERY FOR SALE

**FOR SALE—CHEAP—TWO 16-IN. EN-**robers with automatic feeders, bottomers and strokeers. Will sell with or without attachments. Address C-3308, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

**FOR SALE—RACINE IMPROVED AU-**tomatic sucker machine, latest type, dumb-bell, and two for five cent and one cent round rollers. Address D-4320, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

**FOR SALE CHEAP IN SMALL QUAN-**ties or carload lot 10,000 good used starch trays formerly used at the Greenfield's plant, also pan boards and carrying trays. Union Confectionery Machinery Company, 318 Lafayette street, New York City, N. Y.

## MACHINERY WANTED

**WANTED—CHAIN DRIVE** cream beater, 3-4 ft. combustion gas stoves with blower, caramel stirrer, sizing and cutting machines. Dealers save stamps. State condition, age and lowest price. John Kish, Etna, Pa.

**WANTED—USED DATE PITTER** in good condition, with motor if possible, 3 phase, A. C., 60 cycles. Chase Candy Co., St. Joseph, Mo.

**WANTED — MACHINE TO MAKE** lozenges. Send details and price to B-2331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

## POSITIONS WANTED

**SUPERINTENDENT DESIRES** position any size plant, take charge of manufacturing, handle help, figure costs; 20 years' experience in general line factory. Age 48, married. Can originate new goods, familiar with all candy machinery, boiler room and starch drying equipment. Available at any time. Address: G-7332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.



# THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

## POSITION WANTED

**EXPERT PAN MAN WISHES TO** make change. 23 years of experience in pan line, steam and cold grossing work. Also specializes in the chocolate pan work grossing and finishing. Address: G-7331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

**SITUATION WANTED BY HIGH** class all around candy maker, thoroughly experienced on general line of fine retail candies, including chocolates of all kinds, bon bons, nougats, fudges, jellies, caramels, toffees, butter brittles, nut goods, cream goods, rolls, hard goods, holiday goods, salted nuts, counter goods, week-end specials. I can also produce medium grade lines. Available at once or early fall to well rated firm as candy maker, foreman or manager of manufacturing department. American, 40, sober. Address: G-7334, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

**PRACTICAL CHOCOLATE MAN** fifteen years' experience with leading confectionery manufacturers, making and originating a high quality line of chocolate coating and bars. Familiar with all types of equipment, thorough factory business training in supervision of help, production, cost, handling materials. Desires to make a connection with a live manufacturing enterprise, where initiative and creative ability will be appreciated. Married. Age 36. Address F-6332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

**WANTED — POSITION — HAVE** had 25 years' experience in the candy business in all phases and am familiar with all the latest equipment. My last experience was in hand rolls, jellies, gums, cream mixes and marshmallow work. Am 40 years old, married, and have family. I can furnish excellent references. Address C-3339, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

## POSITION WANTED

**QUALIFIED SUGAR CHEMIST** and Food Technologist with broad knowledge of confections, seeks position as control chemist, research chemist or assistant superintendent in an organization where an expert knowledge of sugars and related confectioners' raw materials is required. F-6333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

## POSITION WANTED IN MIDDLE

West by thoroughly experienced candy maker with 33 years of practical experience, making all kinds of chocolate centers, marshmallows, gum work, nougat, fudge, jellies, taffy, etc. I am the originator of many items now on the market. Also having had charge of the above departments in some of the largest factories in New York and Middle West. I am thoroughly acquainted with machinery and handling of help and can increase production in any department. Will furnish 20 years of references as to ability and habits, etc. Address D-4446, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

**SALES AND FOOD ENGINEERING** service. Development of new products. Plant inspection—location of troubles. Chemical engineering surveys. Consulting services to plants which have not found until now the necessity of laboratory services. Address Y-6602 c/o The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

**THOROUGHLY EXPERIENCED CAN-** dy maker and foreman, 17 years' experience making general line of creams, nougats, caramels, fudge, marshmallows, hard candies, bar goods, etc. Familiar with latest methods and machinery. Good originator and producer. A-1 references. Good anywhere. Address: C-3335, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

**ALL AROUND CANDY MAKER** desires position at once, wholesale or retail. Address E-5332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

## POSITION WANTED

**I AM LOOKING FOR WORK MANU-** facturing candy or operating enrobers; 20 years' experience making a general line of candy. Capable of taking charge of a department or small factory. An American and married. Address C3338, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

**EXPERIENCED PRATICAL CANDY** maker with 25 years experience in the wholesale candy business wants position either as superintendent or sales demonstrator, calling on manufacturing confectioners. Have thorough knowledge of manufacturing all kinds of confectioner and have formulas for a complete line of 5 and 10c bar goods. Services available at once. Address A-1337, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

**SUPERINTENDENT — PRACTICAL** all around candy maker, 20 years as superintendent. Quality goods at lowest cost of production. At present employed, but desire a change. Will go anywhere, but prefer midwest or Pacific Coast. Salary moderate. Address A-1336, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

**ALL AROUND CANDY MAKER DE-** sires position. A-1 hard candy man, cream work of all kinds, caramels, fudge nougat, etc. Also some experience on pan work. Familiar with modern equipment as well as small factory methods. Prefer position as working foreman or assistant superintendent. 20 years' experience, 8 years with present employer; 36 years of age. Address B-2334, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

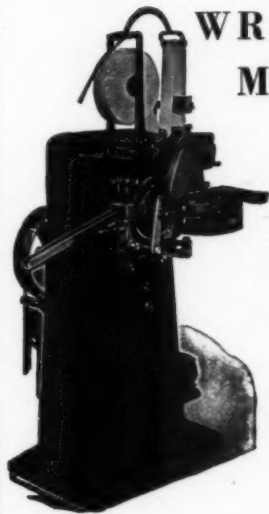
## HELP WANTED

**HELP WANTED—A GOOD** cream and gum man by a Middle West firm. State experience, age and give references as to past connections. Address: G-7333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.



# IDEAL

## WRAPPING MACHINES



Those candy manufacturers who have added IDEAL Wrapping Machines to their plant's equipment know what it really means to enjoy the efficiency and economy of operation of smoothly running, faultless machines.

IDEALS come in two models: the Senior Model, which wraps 160 pieces per minute, and the Social Model handling 240 pieces per minute. These machines will take care of all ordinary and some extraordinary requirements. They are suitable for either the large or the small manufacturer.

Every IDEAL Machine carries the unqualified guarantee that it is mechanically perfect.

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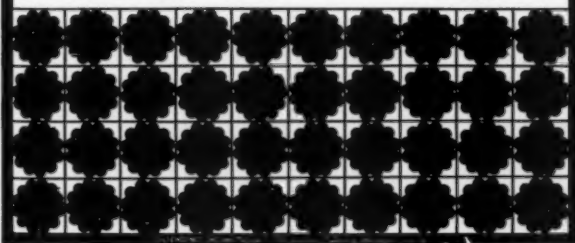
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ATTENTION — MR. MANUFACTURER: Are you represented at all or are you satisfactorily represented in the richest market in the world—Greater New York? This is the time to make preparations for improved business this fall, and the right kind of representation is a major factor in your plans. What have you got to sell? A reliable, seasoned salesman of many years' experience offers his services in helping you obtain your share of the business in this market. Address: G-7335, % The Manufacturing Confectioner

Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

### SALESMAN AVAILABLE—

Twelve years' experience in states of Illinois, Iowa, Missouri and Ohio. Have represented well known houses selling to jobbers and some retail contacts. Have my own car and can travel wherever necessary. Age 39 years. Address: G-7336, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

### CONFECTIONERY SALESMAN

wishes contact with candy manufacturers to sell candy bars and specialties to jobbers on commission

basis. Address: F-6331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

### AGGRESSIVE SUBSTANTIAL

man with eight years' experience, wants lines for Chicago and Mid-West markets. Extensive friendship with confectionery, drug, grocery, tobacco jobbers, also chain stores and large retail buyers. Will operate either as broker or exclusive representative provided line is sufficiently extensive. Address E-5333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.



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